

VP Marketing CommKen Schmidt: Testimonials

Customer Loyalty Expert; Reputation and Brand-building Authority; Senior Role in Harley-Davidson Turnaround; and Author, Make Some Noise: The Unconventional Road to Dominance

“Ken Schmidt’s stories and passion shined through the entire session! Loved the stories and insight on how he helped Harley-Davidson emerge and reinvent their brand to become the leader they are today!” - **IDN Summit & Reverse Expo/Healthcare Business Media (April 2025)**

“Ken was amazing and our participants were extremely inspired and motivated by his keynote. Outstanding talk – off the charts. There was enormous buzz around his messages and, of course, we really enjoyed the delivery.” – **Intel**

“There were so many good take-aways, participants were talking about it the following day. Thanks for all the advanced prep work you did.” – **Pacific Life Insurance Company**

“Scored higher than any other speaker and I had to quit cutting and pasting superlatives out of the verbatim section. The pleasure was all ours.” – **Ford Motor Company**

“Ken Schmidt was the perfect addition to our event. Ken exceeded our expectations and was incredibly knowledgeable about the topics presented.” – **GE Healthcare Partners**

“Incredibly dynamic and engaging! Had the crowd at times stunned, introspective, puzzled, very amused, but predominantly learning! His ability to draw these emotions from the crowd made his points that much more memorable.” – **Consumer Electronics Association (CES) Industry Forum**

“Seeing Ken in New Orleans in 2020 before the world fell apart changed my entire perspective on business and, to be fair, life! I returned from that trip and my work team said “what happened to you?” My wife said, “who are you, this is amazing!” - 30 minutes, that was all. A keynote delivery like no other and 100% on board”! - **QMS**

“Terrific. Not only did Ken give a powerful speech that got people’s attention, but he was such a down to earth, easy going, fun to be around kinda guy.” – **Motorola**

“You absolutely ‘wowed’ our audience and created a buzz among industry leaders. Incredible energy -- on message – engaging! The overwhelming majority of participants were ‘delighted’ with your session.” – **PNC Global Investment Servicing**

“I overheard several people saying that you were the best keynote speaker they’ve ever heard. I’m not exaggerating - those were their exact words!” – **eCopy, Inc.**

“Outstanding! Also a very nice gentleman!” – **National Portable Storage Association**

“Your message content and delivery were fantastic! Spot-on for our positioning today in the marketplace!” – **CareFirst BlueCross BlueShield**

“An absolute pleasure! We continue to receive great feedback from our delegates!” – **Volkswagen Australia**

“You exceeded our expectations in every way.”– **Johnson Controls**

“One of the best speakers we’ve had in the history of our conference. Blended enthusiasm, charisma and a unique business perspective for a powerful presentation that took a wrecking ball to the way businesses look at themselves and market their products.” – **Illinois Corn Growers Association**

“The team absolutely loved you! Your message was so on point.” – **Pizzeria Uno Restaurants**

“We very much appreciated the opportunity to include Ken as a key part in our rebrand. We were highly satisfied with how he was able to make everything tie together!” – **MassMutual**

“An absolute pleasure! We continue to receive great feedback from our delegates!” – **Volkswagen Australia**

“Your message was so well received and hit home with our group! Thank you for the time you took to customize your speech to meet the needs of our group! Your message, energy and spirit was EXACTLY what our group needed!” – **Supreme Lending**

“We have had great feedback so far and I heard references to your session take-aways which is exactly what we want! You were a great fit and the audience's laughter and engagement made that apparent.” – **International Floriculture Expo**

“What a great job you did....our people loved you and your message! You did a great job in studying our materials and working our story into yours. Not many speakers do that...they lean on their standard packaged messages and almost avoid customization. We appreciate the attention and effort that you provided.” – **Mueller Industries, Inc.**

“Ken was a wonderful addition to the program and got rave reviews, so a HUGE thank you.”
– **Institutional Investor**

“Your keynote was amazing and well received by the attendees. We appreciated you being flexible in doing the book signing—everyone, as you saw, was anxious to talk with you and get their signed copy.”– **Ricoh USA**

“You struck the right chord with our audience. The standing ovation is testimony to that.”

– **National Electrical Manufacturers Representatives Association**

“KEN WAS AMAZING!!! Seriously, he crushed it and his messages really resonated with this audience. They loved it!” – **National Etailing and Mailing Organization of America (NEMOA)**

“Everyone absolutely loved you. You were awesome. Thank you SO much for making me look like a hero.” – **National Association of Electrical Distributors**

“This is now the second time you made me look good! I knew this time to not let anyone speak after you. Avis car rental will never let me live it down that I scheduled them after you. You have the gift of educating while entertaining – no easy feat.” – **Signature Travel Network**

“Your message was both right on and well delivered. Lots of great comments from our field leaders. Thanks for being so easy to work with, for all the advance effort you put into understanding our business and for hanging around to speak with our people. Let’s do it again!”
– **UBS**

“Great hit. Happy to recommend. Delivery and humor appreciated as well.” - **Audi of America**

“The feedback was unanimously positive. Made us all think about what we are currently doing and question ourselves as to why and how we can do better.” – **Stihl, Incorporated**

“A true inspiration to our customers and our employees. Entertaining and enlightening. He would be a tremendous asset for any group.” – **Greenfield Savings Bank**

“Great job. Ken really hit the mark in terms of engaging the group, weaving in some of our industry references and strategic soundbites. We are a very satisfied customer.”
– **McCloud Services**

“Within two minutes, he had the audience totally engaged, laughing, nodding, agreeing, and rethinking their whole strategy.” - **Maine Bankers Association**

“Outstanding! An excellent speaker. Great energy on stage and very dynamic with superb message. He received the highest rating possible from all of our attendees and ended our conference perfectly!” – **Protective Life Insurance Company**
“Ken Schmidt was a huge hit with everyone!” – **Self Storage Association**

“Your keynote message was just great and had a very applicable message to our bankers – which I think surprised some people.” – **Kansas Bankers Association**

“Our leaders really enjoyed your talk. I love the way you were able to use your humor and style to convey the message of reaching customers where it really matters.” – **Wells Fargo**

"FANTASTIC! Very well received." – **PricewaterhouseCoopers**

"We're so grateful you were part of our conference. So many of our team members said wonderful things about your session as well and even our A/V and production team made several comments about how energizing and what a great speaker you were!" – **Standard Insurance Company**

"Stellar! It was said multiple times by staff and attendees that you were the best speaker they had heard EVER!" – **Keystone Insurance Group**

"Really nice job. Attendees thought your message was a perfect kick-off for our conference."
– **Barron's**

"Ken's speech was outstanding as expected and regarded by all as value added. All the responses I've received have been overwhelmingly positive!" – **Bangor Savings Bank**

"It was an absolute pleasure to have you speak at our conference in Calgary last Saturday night. Your enthusiasm and expertise truly elevated the event." – **NCS International Co.**

"Thanks for amping up our dealer meeting this year. I promised everyone it would be a remarkable keynote and you delivered!" – **Temperature Systems Inc.**

"Ken!! You were awesome...we've heard very positive comments from attendees about you!" – **National Parking Association**

"Ken Schmidt was wonderful. We have heard so many positive comments from our attendees. I thoroughly enjoyed his insight and common sense approach to business. It really resonated when he mentioned that consumers are loyal to the people behind the business. His humanistic, common sense approach to business relates to all types of businesses." – **CIBC Bank**

"Absolutely phenomenal! Your session really got our members pumped up. You're a true professional to work with." - **REALTORS® Association of Edmonton**

"Thank you for making our first in-person Cameron Conference in two years such a SUCCESS! Everyone raved about your keynote and appreciated your down-to-earth approach." – **CamGen Partners**

"I want to tell you how much people enjoyed your keynote. The LeadsCon/Access Intelligence staff and the other speakers I connected with specifically mentioned your talk as the highlight of the program. People loved it, and it was clear to see why. Your delivery was energetic and inspiring – the content was top-notch and thought-provoking." – **Access Intelligence**

"Really well done and appreciate you making your talk relevant to our company. I had people sending me chats and emails afterward, commenting how much they enjoyed your session. And I could have climbed through the screen and hugged you when you told our employees they did God's work and that you wanted to invest in us in your closing." – **Pearson Education**

"Thank you SO MUCH! You were great and we've gotten so many compliments on the opening general session and your speech." – **American Traffic Safety Services Association**

"It was a pleasure to work with you and we got great feedback from your session. Here's hoping our paths cross again soon!" – **Ansira**

"It was a pleasure! We received great feedback and I very much appreciated Ken's warm engagement with our members." – **National Association of Realtors**

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"We have heard nothing but positive comments regarding your presentation and of course your motorcycle entrance has been a topic of conversation!" – **International Dairy Foods Association**

"Your passion on stage was infectious and we heard great things from customers all evening. I appreciate all you put into helping us close out our general session with strength and energy. I think people will be thinking about your three questions for quite some time." – **Sabre**

"Fantastic speech! It was really important information delivered in such an entertaining, passionate way. I hope we can do justice to some of the insights you gave us all." – **ProAct USA**

"Fantastic presentation! Thank you for being so incredibly easy to work with. You were very well received by the entire team and were an excellent finish to a great conference." – **FLM Harvest**

"We enjoyed having you very much and received only the best feedback on your keynote and attendance." – **Dentsply Sirona**

"Talk about passion! The feedback we've received from everyone at the conference regarding your keynote has been nothing but stellar." – **Firstlight Home Care**

"Everyone loved your talk! Many of the speakers over the next 2 days echoed your themes around brand being what other people say about you, and then how you get them to say that – a clear sign that you had an impact on their thinking." – **Lytx**

"Thank you for your energy, message and participation in our National Business meeting. You set the tone for our meeting and delivered an outstanding call to action that resonated with the audience. A lot of what you provided became part of our language and message as we went through the rest of the session. You were a pleasure to work with!" – **WestRock**

"You really Rocked It Ken!! Just what the doctor ordered! I so appreciate your energy and insight. You were PERFECT. I hope our plans cross again - and soon!"
– **Vantiv, Inc.**

"Your presentation was a huge hit at the event, and the overwhelmingly positive comments focused on the relevance of your content, the energy/passion/humor of your delivery, and the overall fascinating story you deliver regarding one of the most famous companies of all time. This can be a tough crowd, and the timing of your delivery at end of our second day of General Session made me a bit nervous, but you carried the show and left the audience on a huge high mark!" – **PTC Sales and Distribution**

"Your speech was incredible – nothing but stellar comments." – **TAPPI**

"Your message, tone, and energy were just the ticket. Great comments. We are just thrilled."
– **The Center for Design**

"Absolutely LOVED your presentation! Reviews from the audience were wonderful."
– **Retail Solutions Providers Association**

"Great job. Very entertaining delivery and meaningful connectivity. Thanks for putting in the time." – **Valassis**

"Nothing but rave reviews. You were so gracious with your time, meeting folks and being accessible – truly the sign of an excellent keynote speaker." – **New Jersey Apartment Association**

"Your message was both right on and well delivered – lots of positive comments from our field. Our members raved about your presentation for the entire two days!" – **Ohio Credit Union League**

"Wow, what a great performance you delivered! Our employees commented on how great the entire afternoon was. Thanks again for providing a real life description as to how important a brand is and the "why" is to successful companies." – **Concurrent Technologies Corporation**

"The place was abuzz after your presentation and people were using your words and quotes during the conference. You did a great job of generating excitement and energy that we could build on. You were very relatable, motivational and a pleasure to talk with." – **Viewpoint Construction Software**

"Nothing but fabulous feedback from the entire group. And they aren't easy to impress. A huge home run." – **Crestline Hotels and Resorts**

"Fabulous. Everyone enjoyed him so much – didn't want him to leave. In my history, he's the best speaker we've ever had." – **Network Services Corporation**

"In person even more so than in his video Ken lives excitement, exuberance and a passion for life. He commanded the attention of all as they sat gripped to his words." – **Door and Hardware Institute**

"The audience was completely engaged and enthusiastic." – **Hertz Corporation**

"Fantastic! Funny, insightful, and right on the mark about what really drives human behavior. Exactly the right message at the right time for our audience." – **National Association of State Procurement Officials**

"Our group just loved you. So glad you were able to stay and enjoy the event. It gives us all so much more when a speaker can chat candidly 'off the stage.'" – **Western Home Furnishings Association**

"The feedback was unanimously positive. Made us all think about what we are currently doing and question ourselves as to why and how we can do better." – **Capitas Financial, Inc.**

"You were a perfect fit for our conference and our clients loved you!"
– **FNC, Inc.**

"So glad you were able to be part of the Ring program this year! It was such a pleasure to meet you and learn from your amazing journey and storytelling. So many people during the party afterwards shared how much they appreciated the lens of Ken's message. What do we want people to say about us? And what are they doing to make sure they do? It's a challenge to ask ourselves each day we hit the ground running."
– **Ring Container Technologies**

"If you're looking for a speaker whose presentation is full of corporate jargon, fancy pie-charts and motivational quips....Ken Schmidt isn't for you! However, if you're looking for a speaker that will provide an impact, with relevant takeaways and authenticity....then Ken's the guy you

want. Ken spoke at our conference for financial industry leaders and left the crowd mesmerized. His topic on brand loyalty relates to all industries and will leave people with actionable items for their business. As someone that has hired over 50 speakers in the last three years, I can say that Ken stands out for his boldness, engaging presentation style and leather chaps he wears on stage. Ok, maybe one of those three is a lie!" – **Credit Union reIEVENT**

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