

What meeting planners, business leaders, and participants have to say about Gregg Lederman...

"With three conferences a year, we have worked with many speakers. Of those, Gregg has been one of the easiest to deal with and a pleasure to watch. His vivacious energy was just what our audience needed at the end of the day, and it showed in the glowing reviews he received. Everyone was blown away by his charisma, but even more by the applicable nature of the presented material. It would be a pleasure to have him back... anytime."

~ Elizabeth Kerton

Managing Director, The Kerton Group for TRMA

"Gregg's presentation to the International Business Council was completely engaging. The feedback we received from attendees proves the value of his topic, with the majority indicating they'll leverage his 'how-to' advice in creating the company-wide accountability critical to thinking, speaking, and living the brand."

~ Eric Candle

President, Ecddata, Inc.

"We just had the most dynamic speaker! Gregg Lederman challenged our audience to think about their business in new ways and captured their hearts with buckets of takeaway value relevant to their business. He is one of the highest audience-rated speakers our regional AMA Chapter has ever had."

~ Peter Piusz

VP, NY Capital Region Chapter of the American Marketing Association

"Gregg's workshops provided thought-provoking insight to help us delve deeper into how we could further improve our differentiation and results in the marketplace. His methodology goes well beyond the discovery phase to give businesses the 'how-to' advice they need to begin implementing change today."

~ Mary Kellmanson

VP of Marketing, Wegmans Food Markets Inc.

"Gregg's energy is contagious! He successfully engaged and motivated our AITCO audience, which is never easy to do with a room full of strangers."

~ James V. D'Amico

President, Genesee Valley Trust Company

“Gregg’s workshops were an eye-opening experience for our firm in helping us see how we can take our results to the next level. His engaging presentation style delivers the high-energy level to hold participants’ attention, while at the same time, creates a friendly forum for people to share thoughts and understand the actions they can take when they leave the session.”

~ Brian P. Costello

Senior VP, Genesee Valley Trust Company

“For organizations seeking outstanding, dynamic, and ‘how-to-do-it NOW’ information on branding, Gregg Lederman is the only answer. There wasn’t enough seating in the room once word leaked out during lunch about how incredibly good his session was. We wish we had devoted an entire day to the topic.”

~ Suzanne Csik

National Marketing Consultant, CPAmerica International

“Regarding Gregg, should you decide to engage him, your members will be absolutely thrilled. He has been consistently rated (by our members) as one of our top speakers—both at the Leading (Managing) Partners Retreat and at our Combined Conference where representatives for Auditing & Accounting, MCS, Marketing and Technology, all attend. In fact, at that particular conference, we had Gregg presenting in the morning, we stopped for lunch, and then resumed with Gregg after lunch. Well, after lunch, there weren’t enough seats in the room. At lunch, our CPAs told those who weren’t in Brand Integrity’s session to leave whatever session they were attending after lunch and join Gregg’s. Needless to say, we were thrilled with the results.”

~ Suzanne Csik

National Marketing Consultant, CPAmerica International

Gregg’s content (RE: branding and employee recognition) is so right on the mark that you might mistakenly assume he has worked for a CPA firm for several years. His content is fresh, engaging, meaty, and oriented so that attendees take a lot of information and ideas back with them to their firms. His delivery is excellent and extremely professional. Leading partners and other partners lined up to speak with him following his sessions and his prep work (so that the session is customized to YOUR members) is some of the best we’ve seen. I strongly endorse Gregg and his team (I have been working on joint engagements with them for many years).”

~ Suzanne Csik

National Marketing Consultant, CPAmerica International

“Gregg Lederman’s presentation style was engaging and dynamic. He connected with his audience by sprinkling his talk with humor and real-life examples. The content Gregg shared from his book, Achieve Brand Integrity, was both thought-provoking and concrete.”

~ Karen Mischler

HR Manager, Rochester Business Alliance

"We were impressed with Gregg's presentation and received many complimentary remarks from those Small Business Council members and other attendees of the Small Office/Home Office show. We were impressed by his upbeat presentation and responses to questions, and look forward to working with Gregg in the future."

~ Anthony Cotroneo

President, Small Business Council Rochester Chapter

"We recently held a meeting in Chicago for our top CPA firms from around the country who offer financial services to their clients. These firms have average accounting revenues from \$1M to \$5M and include sole practitioners and multi-partner firms. We contacted Gregg to help us get the firms to look at their practice and truly understand if their clients and employees view the business in the same way the managing partners do. His knowledge on branding and how it impacts business was a perfect match for our meeting. In addition to the content, Gregg's speaking ability kept the group very involved."

~ Cary Parker

VP, AXA Advisors

"After attending Gregg Lederman's presentation on "Making the Invisible Visible" at a conference of business owners, it is obvious to me that he is truly becoming a guru of branding. There are many opinions as to what branding is and how important it is to business success, but Gregg shows you how important it is to create a plan on how to live the brand within your company."

As an owner of an international marketing firm I thought I knew branding, but Gregg has opened my eyes as to what is needed to make your brand truly work from the inside out."

~ Jim Payne

President, S-Market Strategies

"The ultimate validation of the Achieving Brand Integrity methodology shows in the remarkable success of the companies that have taken the lessons most to heart. We are honored to have Gregg as alum, teaching this methodology at Simon."

~ Mark Zupan

Dean, University of Rochester's William E. Simon Graduate School of Business Administration