

Liz Goodgold is a fiery redhead, speaker, and author with over 25 years of experience working in marketing and branding for Quaker Oats, Times Mirror, and Arco Oil. She also inspires thousands of entrepreneurs and executives who attend her energetic, action-packed, and practical talks across the globe. She is currently CEO of The Nuancing® Group, an identity-consulting firm that helps companies understand the nuances of branding.

Liz is the author of *RED FIRE BRANDING: Create a Hot Personal Brand and Have Customers for Life* and *DUH! Marketing: 99 Monstrous Missteps You Can Use to Learn, Laugh, and Grow Your Business*.

An often quoted expert, Liz has appeared in over 500 media outlets including ABC, NBC, CBS, PBS, CNBC, CNN, and the Wall Street Journal, and The New York Times. She also was the branding columnist for *Entrepreneur* magazine reaching over 1 million readers per month.