

Steve Yastrow Speaking Bio

Steve Yastrow challenges audiences to answer the question, “Do your customers believe in you?” His fresh, provocative approach to marketing, customer relationships and sales, along with his engaging speaking style, shows audiences how to create compelling customer beliefs that drive business results.

Audience members walk away from Steve’s keynotes and highly interactive workshops with concrete ideas they can act on immediately. Steve’s in-depth, real-world experiences advising hundreds of companies and organizations inform his practical, proven approach to driving business results.

Steve is the author of three books, *Brand Harmony*, *We: The Ideal Customer Relationship* and *Ditch the Pitch*. He is a former senior marketing executive with Hyatt Hotels and is now president of Yastrow and Company, his consulting firm.