

LOU IMBRIANO

SPEAKING KIT



Lou serves as President and CEO of TrinityOne, a marketing strategy and business advisory consultancy that works with organizations to turn around their marketing efforts and increase profitability through building stronger consumer ties and a more trustworthy brand. Although TrinityOne's specialty is in sports, its methods have been very successful with organizations outside the sports industry. Imbriano's track record in rebuilding the business side of an organization and positioning it for extreme growth is undefeated. His techniques address short-term concerns, while ensuring long-term sustainability.

Formerly as the Vice President and Chief Marketing Officer of the New England Patriots and Gillette Stadium for nine seasons and Chief Operating Officer of the New England Revolution for three seasons, Imbriano built powerful relationships that allowed the organization to achieve an increase in revenue by more than 100%.

Imbriano speaks to colleges, businesses and organizations across the globe on topics including relationship architecture, customer service, marketing and social media. Imbriano also teaches sports marketing at his alma mater, Boston College.

Imbriano's book, *Winning the Customer* (McGraw-Hill), was published in September 2011.



LOU IMBRIANO

BOOK



During his nine years in senior marketing positions with the New England Patriots, Lou Imbriano laid the foundation and marketing vision for the football team that led to its astronomical growth and explosive revenue—perfectly positioning them to be ready for when the Patriots became repeat Super Bowl champions and the NFL brand to beat.

Now CEO of TrinityOne, a strategic marketing firm, Lou has an undefeated record of showing all types of companies how to tackle customer relationships and convert them into tangible revenue. In *Winning the Customer*, Lou delivers his original strategies for both short and long-term financial success:

- The Marketing Playbook: how to identify those who are dying to spend money with you
- Relationship Architecture: how to connect with customers in meaningful ways and create “memorable moments”
- The Revenue Game: how to build revenue instead of selling concepts

Throughout the book, you’ll find Lou’s dynamic personal stories drawn right from his years of real-world business experience. He’s learned that to maximize revenue, every organization must both turn its customers into fans and coax those fans to spend freely. *Winning the Customer* shows you how to do just that using the Three Tiers of Customer Relationships. Imbriano shares his strategies with his innovative DELIVERS system: Dedication, Entertainment, Loyalty, Investment, Vision, Energy, Responsibility, and Sacrifice.

Filled with practical information and written in Lou’s inimitable conversational style, *Winning the Customer* is your all-pro offensive attack against old, ineffective methods and flat results. Lou’s tools will give any business an inspired team, supersized income, and a virtual stadium full of engaged, high-paying customers.

Winning the Customer can be found at the following retailers:





LOU IMBRIANO

BOOK REVIEWS



"Lou was years ahead of his time. His insights into gaining and retaining customers are valuable to every CEO no matter what size the company."

-Mark Cuban, Owner Dallas Mavericks

"Unbreakable relationships are crucial to success in business. Lou Imbriano captures what it takes to forge the kind of deep credibility that encourages consumers and clients to trust you with their hard earned dollars. If you want to deepen your customers trust and grow your revenues, I suggest you read *Winning the Customer* and you will win."

-Bob Reynolds President & CEO of Putnam Investments

"Lou Imbriano rescues the word 'winning' from the clutches of Charlie Sheen...and, like a Patriots playbook, Lou takes you through his game plan for successfully building a victorious team that opponents will respect and fear...from who should be answering your phone to effectively saying 'no,' it's all there...lazy, unmotivated people, this is not for you..."

-Steve Levy, ESPN SportsCenter Anchor

"Imbriano definitely made his mark in the NFL and now he's an MVP again with his new book, *Winning the Customer*. Lou's down-to-earth marketing philosophies, which he brought to the Patriots, epitomize how everyone, in any industry, should approach marketing. If you want to truly know how to build remarkable business relationships, read *Winning the Customer*."

-Michael O'Hara Lynch, Head of Global Sponsorship, Visa

"At a time when consumers have the power to use media where and how they choose, to like, dislike and share their opinion on products and corporations, brand engagement is the best answer to build emotional and enduring relationships between brands and all their relevant communities. This book should be given to anyone who wants to understand the new dynamics that can bond brands with their ever-demanding customers."

-Lucien Boyer, President & Global CEO, Havas Sports & Entertainment



LOU IMBRIANO

BOOK REVIEWS



“Winning the Customer is a must-read for anyone interested in sports marketing because it is chock-full of examples on how deliver more value to sponsors and generate more revenue for sports properties. Lou’s book is an invaluable tool for those who want to stay ahead of the game in this highly competitive industry.”

-Michael Ozanian, Executive Editor, Forbes Sports Money

“Lou’s down-to-earth stories are enjoyable to read while capturing insightful methods to build relationships which generate revenue. Many of the anecdotes are from the sports business, but the philosophies apply to any industry.”

-George Pyne, President, IMG Sports & Entertainment

“The principals and disciplines in Winning the Customer are perfect for turning your customers into fans. Lou is such a great story teller that he makes a pure business book a very enjoyable read.”

-Karen Kaplan, President, Hill Holliday

“From small corner store to a huge global conglomerate, Winning the Customer captures the essence of what marketing is all about. The experience Lou has gained throughout his career is revealed in this real life philosophy on how to build relationship and profits. This marketing manifesto is applicable in any worldwide industry.”

-John Berylson, Chairman, Millwall F.C.

"Winning The Customer drives home valuable insights into today's marketing successes: customer focus, relationship marketing, and teamwork. All based on insights gleaned from Lou's spectacularly rich set of experiences."

-Matt Ryan, President, Global Brands, Chairman, Euro RSCG New York



LOU IMBRIANO

BOOK REVIEWS



“A roadmap for success in the field of marketing. Whether you are a long-time veteran marketer or a ‘rookie’ in the field, it doesn’t matter. Lou Imbriano shares with you his time-tested, proven methods that manifest proven results. All you need to do is take the nuggets of golden wisdom he so generously shares in this book, and apply it to your business.”

-Bob Burg, coauthor of The Go-Giver and author of Endless Referrals

Excerpts from Amazon Reviews:

“It's an amazing fresh perspective on relationship building and growing partnerships.”

“A great training book for all sales people!”

“A touchdown for Lou Imbriano and Winning the Customer.”

“Winning the Customer gives anyone, especially those with a love of football, an easy-to-understand MBA!”

“Lou doesn't just talk the talk...he walks the walk. His successes are tangible analogies that can be parlayed into any business segment.”

“This book is a must-read for every marketer in every industry who wishes to create truly exceptional relationships with customers!”

“I highly recommend this book for any sales organization that is looking to always improve and be the "best in class" at customer relationships.”

“If you are going to play the game of business, you MUST read Winning the Customer.”

LOU IMBRIANO



MEDIA COVERAGE



THE
HUFFINGTON
POST

Forbes

BOSTON
Herald

Boston Business Journal

Kiss
108fm

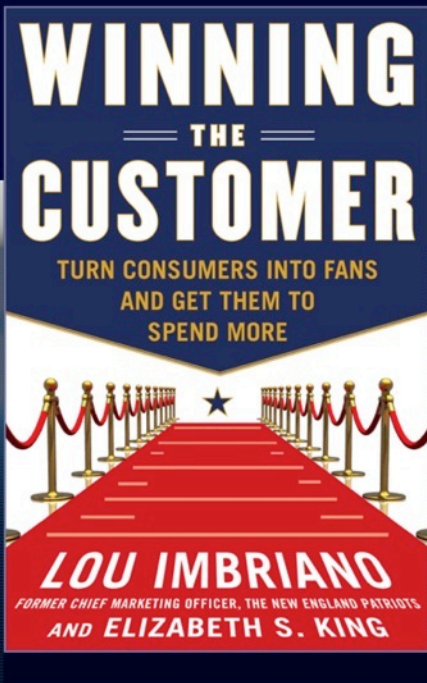
The Boston Globe

boston.com

WBZ 1030
NEWS RADIO
CBS RADIO

FUTURE
M

NEWS TALK
660 AM
WORL



LOU IMBRIANO

SPEAKING



Lou is a storyteller that understands how to extract a meaningful and poignant lesson out of an entertaining, real life depiction. When Lou speaks his passion and presentation captures the attention of the audience. Lou has a down to earth, commonsense approach and delivery of his subject matter and is known to invoke chuckles and laughter while making his point.

Lou talks about Relationship Architecture and how to build unbreakable business relationships. He also discusses sports business and marketing and how to maximize revenue generation but every time he speaks he customizes his discussion to the needs of the specific organization. What makes Lou's Keynotes so effective is that he discusses not only his successes, but also the mistakes he has made along the way. Lou worked his way from coffee fetcher to Director, VP to CMO, COO & CEO so he understands the various levels of an organization and the importance of each.

Lou Imbriano will bring knowledge and passion passion to your conference, meeting or special event. Lou has presented to the following organizations:





LOU IMBRIANO

SPEAKING TESTIMONIALS



“Lou simply exceeded our expectations. The message was clear, concise and directly on target for what our company needed. In part of his presentation, Lou talks about creating memorable moments. He created a lasting one in his presentation delivery that left even our CEO quoting his relationship architecture points throughout the remainder of the meeting. Certainly hit one out of the park for our team!”

– Vincent J. Ragucci, III, Vice President, Parsons Brinckerhoff

“As the world’s leading congress for the business of soccer, our speakers are some of the most accomplished and influential executives from across the world. And while many of them are well known experts in their field, very few possess Lou’s charisma and ability to engage the audience. Lou’s extensive experience within US sport, widely considered as the most sophisticated and developed sports market in the world, sets him apart from many of his peers. His presentation at our European Forum in 2008, in which his ‘outside the box’ approach to sports marketing was evident throughout, remains one of the best sessions we’ve ever hosted. We have since recommended Lou to many of our top clients and have done so with outmost confidence in his ability to deliver exactly what they need, anywhere in the world.”

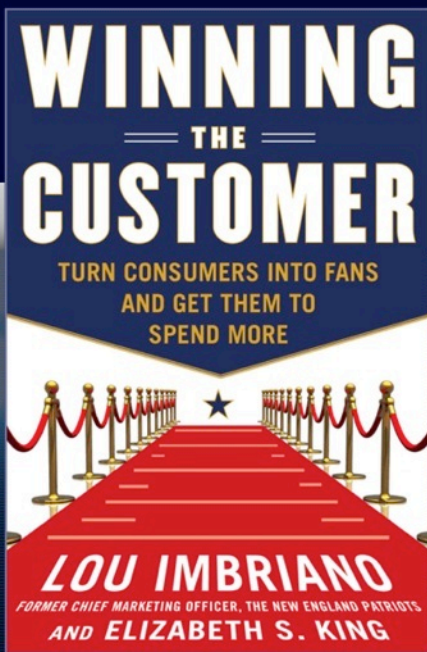
– Misha Sher, Business Development Director

“Lou Imbriano connects with his audience, even engineers, to help them recognize simple steps in developing long term relationships with their clients.”

– Dave McAlister, Executive Vice President, Parsons Brinckerhoff

“Lou Imbriano was considered by students to be ‘one of the best speakers ever’ and filled an auditorium with business students at Nichols College on a Monday night in October to talk to them about what it takes to be a success in any kind of business, not just sports management. His engaging talk featured advice on how to build relationships and how to “deliver” on your promises. He spoke frankly and with humor about how to be a “relationship architect” and students from all majors were inspired by his message and anxious to use his tips as they work on their own business careers.”

– Blanche Milligan, Director, Fischer Policy and Cultural Institute



LOU IMBRIANO

WORKSHOPS



Lou and his team isolates specific areas of need within a company and creates working sessions that will assist marketing and sales professionals in their efforts to take the next steps to achieving their goals. Half or full day sessions are customized with the use of workbooks and skill building tools to help them overcome deficiencies and roadblocks. Areas we specialize in include:

- **The New Business Funnel** - The steps necessary to get from prospecting to closing business (and how to get clients to continue to include you in their plans).
- **Relationship Architecture** - Building remarkable business relationships that generate revenue and continue to evolve to provide mutually beneficial results.
- **Marketing Operations** - The key steps to implementing Systems and Structure in order to ensure your business grows and continues to achieve it's goals.
- **How to Build a New Business Relationship and Prospect** - Implementing the system necessary in day to day interaction to ensure business opportunities are not squandered and that all meetings are maximized for results.

Our workshops will get your executives and employees thinking in a way to maximize opportunity for growth of your organization.