



## ABOUT... MARIBETH KUZMESKI, MBA

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Maribeth Kuzmeski, MBA is author of *The Connectors: How the World's Most Successful Businesspeople Build Relationships and Win Clients for Life* (Wiley, September 2009). Creating strong business relationships has been the focus of Kuzmeski's business and career. Her book, *The Connectors*, is packed full of tools and techniques aimed at helping readers develop better, more profitable connections—tools and techniques proven effective by some of the world's most successful professionals.

Maribeth is the founder of Red Zone Marketing, LLC, which consults to Fortune 500 firms on strategic marketing planning and business growth. Maribeth has personally consulted with some of the world's most successful CEO's, entrepreneurs and professionals. An internationally recognized speaker, she shares the tactics that businesspeople use today to create more sustainable business relationships and sales and marketing successes.

Maribeth is a regular media contributor appearing on FoxNews, ABC News, The New York Times, Business Week, Entrepreneur and Forbes.

She graduated with a degree in journalism from Syracuse University and has an MBA from The George Washington University. Maribeth lives in the Chicago, IL area with her husband Rich and 2 teenagers.