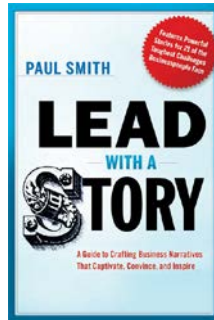


Paul Smith



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Paul Smith is one of the world's leading experts on organizational storytelling. He's a keynote speaker, storytelling coach, and bestselling author of the books [Sell with a Story](#) (#1 Amazon bestseller in Sales and Selling), [Parenting with a Story](#), and [Lead with a Story](#) (#1 Amazon bestseller in Business Communication) already in its 9th printing and available in 7 languages around the world. Paul is also a former consultant at Accenture and former executive and 20-year veteran of The Procter & Gamble Company.

As part of his research on the effectiveness of storytelling, Paul has personally interviewed over 250 CEOs, executives, leaders, and salespeople in 25 countries, documenting over 2,000 individual stories. Leveraging those stories and interviews, Paul identified the components of effective storytelling, and developed templates and tools to apply them in practice. His work has been featured in *The Wall Street Journal*, *Inc. Magazine*, *Time*, *Forbes*, *Fast Company*, *The Washington Post*, *PR News*, *Success Magazine*, and London's *Financial Times*, among others.

Paul delivers professional workshops and keynote addresses on effective storytelling for leaders and salespeople. His clients include international giants like Hewlett Packard, Google, Ford Motor Company, Bayer Medical, Abbott, Novartis, Progressive Insurance, Kaiser Permanente, and Procter & Gamble.

Paul holds a bachelor's degree in economics, and an MBA from the Wharton School at the University of Pennsylvania.