

SCOTT MCKAIN

INTRODUCTION

[This introduction is designed to set the stage for Scott's presentation.]

Today's speaker is a recognized authority on business distinction and the customer experience—and the author of seven books on the subject.

His latest, *Beyond Distinction: How Leaders Transcend the Turbulence of an AI-Transformed World*, was published by Wiley. Two of his earlier works were named among the year's ten best business books by Forbes and dozens of major newspapers.

He's received the highest honors in his profession: induction into the Professional Speakers Hall of Fame... the Sales and Marketing Hall of Fame—alongside legends like Seth Godin, Dale Carnegie, and Zig Ziglar—and the Cavett Award, the National Speakers Association's most prestigious recognition.

He's also part of the distinguished "in residence" faculty at High Point University, alongside innovators like business co-founders Steve Wozniak of Apple and Marc Randolph of Netflix, where he serves as their Expert on Distinction and Relevance.

With more than 2,000 presentations delivered in all 50 states and over 40 countries—from the White House lawn with the President in attendance... to stages around the world... and now, here with us—

Please join me in welcoming Scott McKain!