



MICHELE LANDO
CEO & FOUNDER

#1 AMAZON BESTSELLING AUTHOR: CREATE DEMAND FOR YOUR BRAND

Michele Lando is the best-selling author of *Create Demand for Your Brand – How to Align your Purpose, Passion and Profit!*, a TEDx Speaker, highly successful sales strategist, and CEO of Skilset Communications, Inc. She works with senior executives, emerging leaders, and teams, guiding them to most effectively lead and communicate in a way that drives consistent business results.

In support of companies achieving their goals and enhancing their cultures, Michele authors and delivers customized trainings, facilitated workshops, keynotes and Master Class series'. All of her consulting, training and coaching is tailored to each client, thereby ensuring a maximized return on investment. Notable programs she is frequently asked to deliver include her CHOICE™ Leadership series, Communicate to Connect™, DISCovering the Value of Your Team™, and the internationally-acclaimed IndiBrand™ sales training program.

Michele believes that treating clients as business *partners* increases accountability, provides joy in the working relationship, and is essential to delivering beyond expectations. Since launching Skilset Communications Inc. in 1994, she has guided companies such as American Express, Wells Fargo, Pacific Life, Cisco Systems, Prudential, Kaiser Permanente, Visa, Bank of America, U.S. Trust, and Metropolitan Water District, to name a few, to reach their full potential. She does this by bringing science, tools, wisdom and inspiration to each client.

An in-demand speaker herself, Michele also provides speaker coaching to her clients. And with the rising popularity of TED Talks, Michele was tapped to be a speaker coach two years running for TEDx, activating some exceptional speaker talent. Her own TEDx talk, *How to Align Your Purpose, Passion and Profit*, was inspired by her book.

Michele grew up in Los Angeles and continues to reside in Southern California today with her husband and best friend. A graduate of UCLA, she was a highly successful sales strategist prior to establishing Skilset, being among the top 2% of female earners nationally by age 28. She is deeply passionate about helping others become their best version of themselves, and also enjoys design, architecture and European travel — favoring Portugal!

Why do People Listen When Michele Speaks?

"Michele Lando's presentation at a recent Pacific Life conference was the **finest presentation of any kind I have seen in a long time. She is engaging, easily connects with her audience and communicates her topic clearly and effectively.** The time flew by and for the first time I have a clear understanding of the value and importance of branding. She is a wonderful presenter and you will leave with many useful and practical ideas for your business. When she finished I wanted more of what she has to offer and am doing additional work with her. If you are going to hear her speak you are in for a treat."

**Jeffrey Hales, Managing Partner
Hawthorne Financial, L.L.C.**