

Speaking Bio for Lawrence Cole



Lawrence Cole is the Founder and CMO of **Xtreme Marketing Systems**, the #1 provider of hands-free marketing solutions for entrepreneurs who want more **leverage** and **freedom** in their businesses.

He has an honors degree in engineering and over a decade of sales and marketing experience working in both entrepreneurial startup and Fortune 100 business environments.

He has blended his process-driven background with his sales and marketing expertise to become an authority on the systems and strategies that small businesses need to build powerful marketing machines that multiply their profits and revenues.

Lawrence is a member of the Glazer-Kennedy organization for direct marketing professionals, Mensa International, and volunteers as a student mentor for the Tiger Woods Foundation. He is also the author of four (4) books including *Xtreme Marketing: How to Dominate Your Small Business Niche in the New Economy*. His first passion, however, is showing you how to build and live the entrepreneurial dream by leveraging a cash-generating marketing machine that you can rely on for life.