



## Biography for Fran Berman

When life seemed a dead-end, Fran Berman made massive changes and made a fresh start. She motivates others to find innovative solutions to today's challenges, incorporate practical strategies immediately, relating theory to the realities in our fast paced, high tech world to:

- ✦ Become more effective
- ✦ Be a victor, not a victim
- ✦ Take charge of change
- ✦ Be positive about life's challenges

A published author and recipient of the coveted Gold Microphone Award, Fran is an internationally known keynote speaker, trainer, and seminar leader. She has many years of in-depth experience with companies like American Express, National Car Rental, Braniff Airlines, Tandy, and AST Computer.

She has been a training manager, an award-winning salesperson, and a sales force automation manager. Fran has presented hundreds of entertaining and informative keynotes and seminars to large and small corporate, public, and association audiences.

Fran has been quoted in and written for the *Los Angeles Times*, the *Journal of Property Management*, *Sales & Marketing Management* magazine, and other publications.

With degrees from La Sorbonne in Paris, the University of Massachusetts, and the University of Redlands, Fran is an active member of:

- ✦ National Speakers Association
- ✦ American Society for Training & Development