



Mark Sanborn, CSP, CPAE



President: Sanborn & Associates, Inc.

Mark Sanborn, CSP, CPAE, is president of Sanborn & Associates, Inc., an idea studio dedicated to developing leaders in business and in life. Mark is an international bestselling author and noted authority on leadership, team building, customer service and change.

Mark Sanborn graduated cum laude from The Ohio State University. In 1978-79 he served as the National President of the FFA, a youth organization of 500,000 members. In addition to his work as a business educator and author, Mark continues to be an active leadership practitioner. Most recently he served as the president of the National Speakers Association. Mark holds the Certified Speaking Professional designation from the National Speakers Association (NSA) and is a member of the Speaker Hall of Fame. He was recently honored with the Cavett Award, the highest honor the NSA bestows on its members, in recognition of his outstanding contributions to the speaking profession. Mark is also a member of the exclusive Speakers Roundtable, made up of 20 of the top speakers in America.

Mark Sanborn is the author of seven books, including *TeamBuilt: Making Teamwork Work*, *Sanborn on Success and Upgrade: Proven Strategies for Dramatically Increasing Personal and Professional Success*. Mark's book *The Fred Factor: How Passion in Your Work and Life Can Make the Ordinary Extraordinary* is an international bestseller. His most recent release, *You Don't Need a Title to be a Leader*, is making an impact on leadership development at every level.

He has created and appeared in 20 videos and numerous audio training programs. His video series, *Team Building: How to Motivate and Manage People* made it to the #2 spot for bestselling educational video series in the U.S.

"Mark's list of over 1,500 clients includes Capital One, Costco, Enterprise Rent-a-Car, FedEx, Harley-Davidson, Hewlett Packard, Key Bank, KPMG, Morton's of Chicago, Motorola, New York Life, RE/MAX, ServiceMaster, Time Warner, Upsher-Smith, U.S. Dept. of the Interior, USPS, Wachovia and Washington Mutual.

"We each know how good we have become", Mark says, "but none of us knows how good we can be. One of the most exciting opportunities we get each day is to pursue our potential." Mark Sanborn challenges his audiences with this message and provides insights for extraordinary living.

What drives Mark Sanborn?

Once asked what he would like as an epitaph, Mark explained, "Malcolm Forbes asked that his gravestone read, 'While alive, he lived.' I aim beyond that. As a result of my life, work and relationships, I would hope my headstone someday reads, "While alive, he lived. While he lived, he loved. Because he loved, he served. And when he served, he led."

He resides in the greater Denver, Colorado area with his wife Darla and sons Hunter and Jackson. Mark is also an avid downhill skier, scuba diver and motorcyclist.