



## Ken Schmidt

Respected Thought Leader on Communications Strategy

*"Widely respected thought leader"*



Ken Schmidt is the former director of communications for Harley-Davidson Motor Company who played an active role in one of the most celebrated turnarounds in corporate history. In 2021, he launched, 'Tailgating with Geniuses' a highly successful business and entertainment podcast.

### TOPICS:

- Make Some Noise: Open the Throttle and Dominate Your Marketplace
- Building Tattoo-Worthy Customer Relationships
- Thrive Among Thorns: Untapped Growth Opportunities for Financial Services
- Positioning Your Business to Dominate in a Commoditised Market

### IN DETAIL:

Ken is widely respected as one of the business community's most outspoken and provocative thought leaders on competition, loyalty, human behaviour, workplace culture, brand management, positioning and reputation management. The long-time motorcycle enthusiast's formal association with Harley-Davidson began in 1985. As a specialist in corporate positioning and financial relations, Ken was asked to work with the struggling company to help restore its image, improve its competitiveness, create demand for its motorcycles and attract investors. Within a few short years, as sales of its motorcycles rocketed upward, Harley-Davidson became one of the most respected, competitively dominant, profitable and frequently reported-on companies in the world.

### LANGUAGES:

He presents in English.

### WHAT HE OFFERS YOU:

Focused on his greatest passions, motorcycling, and speaking, Ken Schmidt helps business leaders to improve their competitiveness. As a customer loyalty expert, he has advised executive leaders of many of the world's best-known brands.

### PUBLICATIONS:

**2018** Make Some Noise: The Unconventional Road to Dominance

### HOW HE PRESENTS:

Ken is a passionate speaker who always goes the extra mile to earn a flawless review and standing ovation.