

WILL MARRE

BIOGRAPHICAL MILESTONES



At 25, Will bought his first business, Beachcomber Bills Beachwear, for \$1.00 and built it into a multi-million dollar manufacturer, selling to retailers from Neiman Marcus to Nordstrom, and his 9 factory outlet stores in two years.

From his first business success, Will was asked to consult with several west coast sportswear companies including Hang Ten, Lightning Bolt and Quiksilver.

By 30, Will had started a strategic consulting practice specializing in refinancing and turn-arounds.

In 1983, Will co-founded Covey Leadership Center with Stephen Covey with a vision to become the most influential leadership training organization in the world. Will served as President of The Covey Leadership Center for 7 years.

Created "The 7 Habits of Highly Effective People" audio and video training programs in 1984 which have been used to train millions of executives world wide.

Planned, marketed and hosted the largest leadership training satellite broadcast to over 200 universities featuring Stephen Covey and Tom Peters in 1985.

Started the Masters of Leadership Series for Senior Level Executives with faculty including Ken Blanchard, Tom Peters, Warren Bennis and Stephen Covey.

Conceived and created Leadership Week for Senior Executives held monthly at Sundance Resort in Utah continuously since 1987.

Packaged and sold "The 7 Habits of Highly Effective People" to Simon & Schuster, which has sold over 20 million copies, is still on the New York Times Business Bestseller List and has been named the most influential business book of the decade.

In 1992 Will was recruited by the American Quality Foundation, an organization founded by ten large U.S. Companies including General Motors, AT&T and Disney to develop "The Stuff Americans Were Made Of," a national quality initiative for knowledge workers and executives.

In 1993, co-founded Inside Out, an executive coaching and training firm designed to significantly improve leadership performance.

In 1993, co-founded the Seacology Foundation, the only conservation organization in the world expressly dedicated to saving the fragile environments and cultures of islanders especially in the South Pacific.

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Since 1995, Will has served as a personal leadership advisor and coach to many CEO's of multi-billion dollar companies.

In 2003, founded the REALeadership Alliance consultancy with a vision to drive world-wide Sustainable Abundance by training leaders on an "evergreen innovation" process to create streams of "relevant value."

In 2004, founded the American Dream Project, a research initiative to discover what the American Dream is for the 21st Century. The project focused on the perceptions, values, and hopes of Gen21, the 126 million young Americans ages 15 to 40 who are the leaders of tomorrow.

Will has authored the book, "Your Dreams on Fire," and written and co-produced three popular DVD's, including "America's Coach," as well as a personal development program titled "Lifeology."

Will was awarded an Emmy from the National Academy of Television Arts and Sciences for writing a learning documentary, "Reclaiming Your American Dream," aired by PBS. (The show also won additional Emmy's for the Director and Producer.)

In 2005, founded the REALeadership Alliance with a vision to drive world-wide Sustainable Abundance by inspiring leaders with mind-blowing business ideas they act on.

In 2006, Will was appointed Leadership Scholar-in-Residence at the University of San Diego.

In 2008 became a senior advisor to the Human Performance Institute, a Johnson & Johnson company, to create a state-of-the-art "hybrid" online learning system to teach whole person health and human performance principles to global workforces.

In 2008 Will was appointed Consulting Director the The Corporate Responsibility Forum for the University of California San Diego.

In 2009 became a vounteer advisor for the Grameen Foundation to help scale-up micro-credit to bring 500 million people out of poverty by 2015 through personal entrepreneurship.

In 2009 authored *Save the World and Still Be Home for Dinner* (Capital Books)

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