



# MICHAEL D. BROWN, MBA

## Major+Fresh Pasion=Six Figures™

Since graduating from college Michael D. Brown has left a mark on corporate America by being awarded more than a dozen promotions. Michael is currently directing an organization with a team of 12 district managers and more than 1000 associates. He credits his success with the strong foundation he built while in college. During his award winning presentation Major+Fresh Passion=Six Figures™, Michael shares his proven tools, techniques, and best practices to help participants achieve their personal, professional and financial goals. Over one thousand students, faculty members, professors, student leaders, Greek organization and club members, have attended this results-driven presentation.

**Are you  
graduating  
into poverty or  
Six Figures?**

**Who  
Should Attend?**

- ♦ Freshman, sophomores, juniors and senior College Students
- ♦ Student leaders
- ♦ Starving students who want a six figure job
- ♦ Clubs and organizations
- ♦ Greeks organizations

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### What is Major+Fresh Passion=Six Figures™?

Through his engaging presentation, Michael helps college students realize that just choosing a major is not sufficient if they desire to land a six-figure job. By sharing his Passion Principles, Michael provides proven techniques on the do's and don'ts (during college matriculation and after graduation) of landing a job with six-figure earning potential.

### Major+Fresh Passion=Six Figures™

According to a recent study, 48% of 2006 graduates moved back home with their Parents and 44% of 2005 graduates are still living at home in 2006.

The problem is that many college graduates take jobs with low starting salaries.

One of the main reasons many students move back in with their parents and /or accept a substandard starting salaries is because they do not establish a competitive foundation, a personal brand, and a return on investment (ROI) in college.

Laying the foundation for obtaining a six-figure job right after graduation starts with what you do now while you are in college. The winning formula: Major + Fresh Passion= Six Figures.

What you will experience:

- ♦ FUN
- ♦ Real life solutions to real life problems
- ♦ The chance to role play
- ♦ The chance to celebrate with music
- ♦ A chance to define and build your own brand
- ♦ Winning interviewing techniques and secrets
- ♦ A "knock 'em dead" elevator speech
- ♦ How to impress in **3 seconds**
- ♦ Resume development techniques
- ♦ Launching a personal marketing campaign that will land you in front of the decision maker
- ♦ How to package your Return on Investment (ROI) and present it to the decision maker
- ♦ Tools to construct you **30 second** elevator speech
- ♦ Open dialogue
- ♦ Strategies and techniques for staying **fresh**
- ♦ How to continue the quest for six figures once you are employed
- ♦ FUN

# MICHAEL D. BROWN

## Major+Fresh Passion=Six Figures™

### About Michael D. Brown

As a successful professional speaker, coach, and trainer, Michael D. Brown has achieved unprecedented results by drawing upon his own life experiences and his highly successful corporate career. He has inspired and led teams of people which, in turn, has enhanced the corporate bottom line of several Fortune 500 Companies.

The 7th of 10 siblings, Michael was faced with the challenge of providing for himself. So in high school, Michael began peddling candy and other sweets from a plastic container that fit in his backpack and could be displayed in his hand for easy viewing by the student customers. What began as a small candy business, generating about \$40 a day, blossomed into a booming business enterprise, generating \$300-\$400 a day, an amount that competed with the school's own concession stand business. As you can see, the ability to drive results started very early for Michael.

Ambitious for success, hungry for professional growth, and driven to help others, Michael has developed his core values of determination, ambition, and creativity from the lessons he learned with life experiences like his candy business.

Early in his early career, Michael focused on not-for-profit organizations by taking on a consulting roles for some and participating as a member of the Board of Directors for others.

Michael has spent time in a diverse set of companies, organizations, and industries, such as Murphy Oil (The Wal Mart Project), USF&G Insurance, BP, Wells Fargo Financial, San Francisco Foundation, Ford Foundation, Marriott, Amoco, Ralph & Kacoo's Seafood Restaurant, Wendy's International, along with a number of small independent business owners.

In 1996, Michael joined [British Petroleum](#) (the third largest company in the world), supervising the operations of 15 employees. On the fast track with BP, he has earned seven consecutive promotions (and 4 cross-country moves) in the past four years. He is now responsible for 140 retail convenience outlets in southern California - with 15 district managers and more than 1000 associates in his region.

Michael is known for his fast improvement of the bottom line. In one instance, he turned a dying, unprofitable operation into a profitable, sustainable one with a 75% increase in store sales and a 40% reduction in store expenses over the course of six months. Michael takes the time to truly understand an organization, so he can weave their corporate and individual goals into his presentations.

Michael holds a BBA in Management from [Jackson State University](#) and an MBA in Global Management. Michael delivers his message on **Fresh Customer Service™** and **Major + Fresh Passion = Six Figures™** through keynotes, seminars, workshops, and executive retreats.

Michael's new book, *Fresh Customer Service*, is due for release in 2007.

### Testimonials

"Thanks for giving such an inspiring and informed workshop. Everyone loved it." *Philander Smith College - Dr. Andrew Nwanne, Chairman, School of Business*

"Michael Brown is a young man who is on the move! He is energetic, captivating and inspiring. He will set you on Fire." *Willie Jolley Worldwide - Willie Jolley, Award winning speaker, author and singer*

"Over the last several years a number of speakers have visited the University. You have given the best presentation I have ever heard anyone deliver to our students." *Jackson State University- Dr. Betsy Senko, Professor of Public Health*

### Quick Facts About Michael D. Brown

- ◆ Has spoken professionally at colleges and universities for over 10 years (visiting professor, lecturer, trainer, and motivational speaker)
- ◆ Provided personal career coaching to more than two dozen students
- ◆ Competed in public and impromptu speaking during college, consistently placing in the top 4
- ◆ Advised dozens of Global teams, Fortune 100 companies, entrepreneurs, and non profits on *fresh* strategy development, implementation, execution, and follow-up
- ◆ Recognized by a Fortune 5 company for consistent top 5% in sales growth
- ◆ Earned MBA in Global Management-graduating Summa cum laude

