



Ken Beller

Ken Beller is the cofounder and president of Near Bridge, Inc., a consulting firm that specializes in helping people get along better. Near Bridge's groundbreaking research in generational values reveals the hidden factors that motivate people of different generations and provides practical ways to engage and empower employees and turn customers into raving fans.

Ken is the lead author of the highly-praised book, *The Consistent Consumer: Predicting Future Behavior Through Lasting Values*. Jim Kouzes, coauthor of *The Leadership Challenge* and president emeritus of The Tom Peters Group, called *The Consistent Consumer* "one of the most important books on customers to come out in years."

An accomplished international business leader, Ken has lived and worked in 20 countries across North America, Europe, and Asia. Throughout his career, he has successfully developed, implemented, and run multicultural and cross-functional initiatives for some of the world's leading companies, including General Electric, Daimler Benz, Applied Materials, and NASA.

Well-versed in all aspects of large and small business operations, Ken has grown and managed organizations with annual revenues ranging from \$500 thousand to over \$100 million and he has been responsible for the operations strategy of a \$1 billion business. He has substantial hands-on expertise in global business planning, acquisition integration, process and product development, engineering, operations, human capital development, employee engagement, and organizational performance.

Whether delivering keynote speeches to thousands, facilitating live workshops for hundreds, or coaching executives one-on-one, Ken's dynamic style engages and entertains while his depth of knowledge and experience makes the information readily applicable to real-world situations.

Holding a B.S. in chemical engineering, he is a graduate of General Electric's prestigious Chemical and Materials Management training program. Ken has received numerous awards, including a Presidential Award from General Electric and a Group Achievement Award from the head of NASA for major contributions on NASA's space shuttle's solid rocket booster motors.

In collaboration with his wife, Heather Chase, Ken has coauthored the book *Great Peacemakers: True Stories from Around the World*, which tells the inspiring life stories of 20 great peacemakers and offers powerful insights for cultivating peace in our own lives. The book has won more than 30 awards and is endorsed by 3 presidents and 3 Nobel Peace Prize winners.