

## WINNINGER Bio

Thomas J. Winninger is the founder of WINNINGER Resource Companies, Inc. a Minneapolis based group that provides products, services and technologies that drive market leadership based on differentiation.

Thom believes that the only true differentiator is smart thinking.

As a successful businessman who speaks, Thom has applied his strategies to his own companies as well as others to capture and sustain market leadership in challenging economies.

He companies include IntroSpect Research, TeamTrac, and Winninger Works Productions, Visionscope. He also sits on the board of number of profit and non-profit organizations.

He and his company have received many awards and commendations – Including *The Blue Chip Enterprise Award* from the U.S. Chamber of Commerce; *Nominee for America's Entrepreneur of the Year Award*.

His market strategies have been featured on *CNBC, First Business, Boardroom Reports, Venture* and *Success Magazine* and he is published in over 300 other trade journals, publications, and newspapers. He is frequently referred to as **America's Leading Market Strategist** and the man who is reinventing the way companies differentiate themselves.

He is author of the best selling books *MarketQuake, Price Wars, Full Price and Sell Easy*. His new book “BULLSEYE” *Thinking Smart! Share what market leaders are doing to consistent hit the mark*. Thom is one of the most in-demand business speakers in the North America today.

Thom personally has received the Cavett Award, the highest award given by the 4000 members of the National Speakers Association to only one person each year who gives back to the industry of his time, talent and gifts. In 1987 he was inducted into the CPAE Speaker Hall of Fame.