GARY C. LANEY

Leadership Speaker, Advisor, Trainer

gary.laney@successmasters.com **925-683-5126**

Gary is a 3-time Best Selling Author, Keynote Speaker on Influential Leadership, Start-up Advisor, CEO at Success Masters LLC, Co-Founder and Former CEO of Trustegrity Business Networking Communities. Gary spent 25 years in Hi-Tech Software/SaaS building top tier sales teams, and helping prepare a company to go public. Gary has a triple major MBA from Northwestern Kellogg School of Management.

Speaking Topics

- Leaders are made, not born! Identify/leverage your competitive competencies.
- Leading with Responsibility: Empowering Employees to Own Their Success.
- Creating Ripple Effects: How Influence Builds Trust & Success.
- Identify and leverage your 13 Competitive Competencies
- How to identify and gain the attention of the right kind of influential people who can help you succeed.

Strategic Partnerships

Gary C. Laney's executive background and expertise would be beneficial for any organization wanting to better learn how to develop strategic partnerships via strategic networking. Gary is known for his ability to train leaders how to identify and gain the attention of the right kind of strategic and influential leaders who can help their organizations succeed. With decades of hands-on leadership, proven business networking methods, team-building, visionary startup mindset, and demonstrated sales excellence, Gary has helped leaders focus on developing strategic networks, creating master sales leadership, and building a winning culture.

The following resume is streamlined, showcases entrepreneurial vision and turnaround performance, developing and mentoring entrepreneurial sales talent, and building integrated sales-marketing-production strategies and aligns directly with MF9's requirement for a Vice President of Sales.

Extended BIO and Introduction

Gary is a bestselling author, inspirational keynote speaker, sales trainer, serial entrepreneur, and CEO with more than 35 years of experience driving sales, revenue growth, and business success.

A proven sales leader, Gary has been involved in more than 20 businesses, including Eloquent, a publicly traded technology company where he led worldwide sales. He is known for turning around businesses, accelerating revenue growth, and building high-performing sales organizations.

Gary holds an MBA with triple majors in Marketing, Finance, and Policy from Northwestern University's Kellogg School of Management.

A dynamic and engaging speaker, Gary has inspired tens of thousands of entrepreneurs, business professionals, and salespeople. His keynotes combine real-world sales experience, practical strategies, and motivation to help audiences sell with greater confidence, perform at a higher level, and achieve breakthrough results.

Gary doesn't just talk about sales—he's lived it, led it, and delivered results.

LINKS

SPEAKER REELS

2026: https://drive.google.com/file/d/1llX8fqrhWMka20L0zFEjazBv6cjhRjDi/view

2025: https://www.youtube.com/watch?v=s_txZA8AbGc

PROFILES AND WEBSITES

LinkedIn Profile: https://www.linkedin.com/in/garyclaney/

APB Speakers Profile: Book Gary Laney for Speaking, Events and Appearances

Conference Connect Profile: https://conferenceconnect.com/speakers/gary-laney

Personal Website: https://garyclaney.com/

The Power of Strategic Influence Website: https://thepowerofstrategicinfluence.com/

Influential Leadership Newsletter: https://www.linkedin.com/newsletters/influential-leadership-6870047272097390592/

Influential Leadership Symposium: https://influentialleadershipsymposium.com/

ENDORSEMENT:

Kevin Harrington, Original Shark from the popular ABC Hit Show Shark Tank
https://www.youtube.com/watch?v=ypL28ArdcKo

BOOK TRAILER:

The Power of Strategic Influence. 10 Success Factors of Highly Influential Leaders (voice/text)
https://www.youtube.com/watch?v=oUF_rFyb5Y8

MEDIA LINKS:

TV Feature: NTD News Chris Beers Features Gary C. Laney and his book Become a Super Leader.jpg
https://www.ntd.com/everyone-has-an-ability-they-can-become-very-good-at-entrepreneur_988899.html

https://www.spiritusbooks.com/blog/gary-laney-book-invokes-feeling-of-building

BOOKS:

Power of Strategic Influence Book Website: https://www.thepowerofstrategicinfluence.com/

Amazon Book Page for new book (Become a Super Leader): https://www.amazon.com/dp/B0CXXXKCQS

Amazon Book Page for first book (The Power of Strategic Influence): https://www.amazon.com/dp/1737091593

REVIEW SITES:

goodreads: Become A Super Leader**:** https://www.goodreads.com/book/show/209804939

goodreads: The Power Of Strategic Influence:
https://www.goodreads.com/book/show/58435080-the-power-of-strategic-influence

Amazon Book Page: The Power of Strategic Influence: https://www.amazon.com/dp/1737091593

Amazon Book Page: Become a Super Leader: https://www.amazon.com/dp/B0CXXXKCQS

Gary C. Laney Career Overview

Executive Summary

Entrepreneurial sales leader and strategic executive with 35+ years delivering industry-leading revenue growth, building national teams, and leading business transformations in creative, tech, and manufacturing sectors. Built and led high-performance sales and marketing teams in both startups and public companies, with deep expertise in client relationship management, innovative sales process design, and cross-functional team leadership. Proven builder of winning cultures—recognized for developing sales talent, exceeding growth targets, and aligning strategies with market opportunities. Background as bestselling author, keynote speaker, and CEO.

Key Leadership Achievements

- Sales Leadership & Turnarounds: Delivered rapid revenue jumps (up to 500%+ in 2 years) leading sales in SaaS, e-commerce, networking, and publishing sectors; steered teams through high-growth, M&A, and IPO launches.
- Entrepreneurial Team Builder: Co-founded and scaled national networking platforms (Trustegrity, LoopDesk), developed elite sales organizations from ten to four hundred reps, and fostered collaborative, performance-driven team cultures.
- Strategic Sales Execution: Designed and rolled out sales processes for Fortune 500 clients and SaaS leaders (e.g., Wells Fargo, Union Bank, Salesforce-acquired Sendia), improving win rates and exceeding industry benchmarks.
- Client-Centered Relationship Management: Deep experience networking and nurturing C-level relationships and executing partnership-driven sales strategies with major brands and hundreds of accounts across creative, tech, manufacturing, and services.
- Visionary Leadership: Orchestrated go-public preparation, acquisitions, and product launches; published books on strategic influence including networking, sales development, leadership, and business strategy.

Selected Professional Experience

CEO & Founder, Success Masters LLC (& Portfolio Companies)
2004–Present
Launched and led ventures in business networking, online media, and high-tech IP. Grew communities to 30,000+ members; delivered keynote leadership content; investor/advisor in multiple ventures.

Co-Founder & CEO, Trustegrity Business Communities
2013–2020
Scaled premier networking brand, national sales force, and partnership programs. Built elite peer advisory sales team and expanded LoopDesk to 80+ countries.

VP, Worldwide Sales (Various High-Tech Firms: UpShot/Siebel, Eloquent, OpenText)
1997–2004
Grew revenues (UpShot: 500%+), reorganized and expanded teams worldwide, and managed full P&L responsibilities. Led market innovation and partnership channels in SaaS, CRM, publishing, and enterprise software.

President & CEO, Success Masters & Efficient Marketing Sales Training
1992–1996

Conceived and implemented national training and consulting programs for sales teams in Fortune 500 settings. Led deployments, client engagements, and custom CRM rollouts.

Education

MBA, Triple Major (Finance/Marketing/Policy), Minor IT
Kellogg School of Management, Northwestern University (Deans List), triple major MBA

BS, Marketing/Spanish
Brigham Young University

Credentials & Recognition

- 2025 and 2026 Global Recognition Award for his exceptional contributions to Sales and General leadership development, and expertise in Strategic Influence.
- 2-time Bestselling Author (“Become a Super Leader”, “Power of Strategic Influence”)
- Keynote leadership speaker and trainer
- Fluent in Spanish; extensive multicultural sales leadership

GARY C. LANEY

SALES & LEADERSHIP ADVISOR • TRAINER • SPEAKER

Influential Leadership.
Strategic Networks.
Extraordinary Results.

- **2025 GLOBAL RECOGNITION AWARD** for Sales & General Leadership Development and Strategic Influence
- **2-TIME BESTSELLING AUTHOR**
- **KEYNOTE SPEAKER & TRAINER**
- **TRIPLE MAJOR MBA** Northwestern Kellogg School of Management

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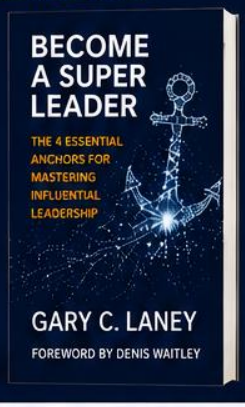
Gary C. Laney is a bestselling author, keynote speaker, startup advisor, and CEO of Success Masters LLC, a holding company with investments in business networking, online media, e-commerce, and high-tech intellectual property.

A 35+ year veteran of sales, marketing, training and professional services, Gary has built, scaled and turned around companies—creating top-performing teams, strategic partnerships, and dramatic revenue growth.

He holds a **triple major MBA** from Northwestern Kellogg School of Management in Finance, Marketing & Policy with a minor in Information Technology.

2-TIME BESTSELLING AUTHOR



SIGNATURE KEYNOTE TOPICS

- **Leading with Responsibility:** Empowering Employees to Own Their Success
- **Creating Ripple Effects:** How Influence Builds Trust & Success
- **Disrupt Yourself, Then Disrupt the System:** The Super Leader's Path
- **Leaders are made, not born!** Identify & leverage your competitive competencies.
- **How to identify and gain the attention of the right kind of influential people who can help you succeed.**

STRATEGIC PARTNERSHIPS

Gary helps organizations develop powerful strategic partnerships through proven networking methods and influential relationship-building.

He trains leaders to identify and attract the right kind of strategic and influential people who can drive their organization forward.

- Decades of executive leadership & team-building experience
- Proven methods to expand strategic networks and partnerships
- Focus on master sales leadership and sustainable growth
- Building a winning culture with measurable results

CAREER HIGHLIGHTS

- 35+ years leading sales, marketing, and business transformations in hi-tech, SaaS, networking, and publishing.
- Drove up to 500%+ revenue growth in 2 years and led multiple companies through IPO preparation and M&A.
- Built and scaled national sales teams from 10 to 400+ reps.
- Worked with Fortune 500 clients including Wells Fargo, Union Bank, Salesforce (Sendia), and more.
- Experienced startup advisor, investor, and turnaround specialist.
- Motivated tens of thousands as a dynamic speaker and trainer.

SELECTED LEADERSHIP EXPERIENCE

CEO & FOUNDER
SUCCESS MASTERS LLC
2004 – PRESENT

- Launched and led ventures in business networking, online media, and high-tech IP.
- Grew communities to 30,000+ members.
- Investor and advisor in multiple ventures.

CO-FOUNDER & CEO
TRUSTEGRITY BUSINESS COMMUNITIES
2013 – 2020

- Scaled premier networking brand and national sales force.
- Built elite peer advisory sales team and expanded LoopDesk to 80+ countries.
- Developed strategic partnerships and member value programs.

VP, WORLDWIDE SALES
(UPSHOT/SIEBEL, ELOQUENT, OPENTEXT)
1997 – 2004

- Grew revenues (UpShot: 500%+).
- Reorganized and expanded teams worldwide.
- Led market innovation, partnerships, and product launches.

EDUCATION

MBA, Triple Major
Finance / Marketing / Policy
Minor in Information Technology
Kellogg School of Management, Northwestern University
(Deans List)

BS, Marketing / Spanish
Brigham Young University

CREDENTIALS & RECOGNITION

- 2025 Global Recognition Award for Sales and General Leadership Development and Strategic Influence
- 2-Time Bestselling Author
- Keynote Leadership Speaker & Trainer
- Fluent in Spanish
- Extensive multicultural sales leadership

TRUSTED BY

Northwestern Kellogg · CBS NEWS · UPS · CHICAGO BOOTH · NBC NEWS · LOYALTY BRANDS · NTD · LEADERSHIP · BYU MANAGEMENT SOCIETY

LET'S CONNECT

- garyclaney.com
- thepowerofstrategicinfluence.com
- influentialleadershipsymposium.com
- linkedin.com/in/garyclaney
- Influential Leadership Newsletter (LinkedIn)

INFLUENCE. LEAD. CONNECT. CREATE RIPPLE EFFECTS THAT LAST.