

A black and white portrait of a middle-aged man with short hair, smiling warmly. He is wearing a dark suit jacket, a light-colored dress shirt, and a patterned tie. The background is a dark, neutral color.

Ed Know 

MEDIA KIT

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# WHO IS ED KROW?

**ED KROW, SPHR, CCP, SHRM-SCP & AUTHOR**

The only Talent Transformation Expert in his field, Ed Krow delivers strategies & presentations that challenge the traditional model of HR and prepares decision-makers for motivating their people with a win-win approach. He has helped over 250 clients in North America, including Fortune 500 companies such as **Bosch, Johnson & Johnson, Pfizer** and spoken at corporate giants like **Microsoft**.

## ED'S MOST POPULAR MEDIA TOPICS

- Leading in the Experience Age: An Executive's Guide to The New Workforce Paradigm
- Creating a Culture of Engagement
- Competing for People: Strategies to Become a Top Talent Magnet
- Becoming a Person of Influence

## ED'S ACHIEVEMENTS

- Over 700 successful talent and culture transformation projects across all industries across the continent
- Media promotions & increased web traffic
- Author of *Strategic HR: Driving Bottom Line Results Through Your People*
- Regular contributing author featured on [Forbes.com](http://Forbes.com)

## ACHIEVEMENTS



## FEATURED ON:

BUSINESS INSIDER

yahoo! finance

USA TODAY

## VALUED CLIENTS

Pfizer

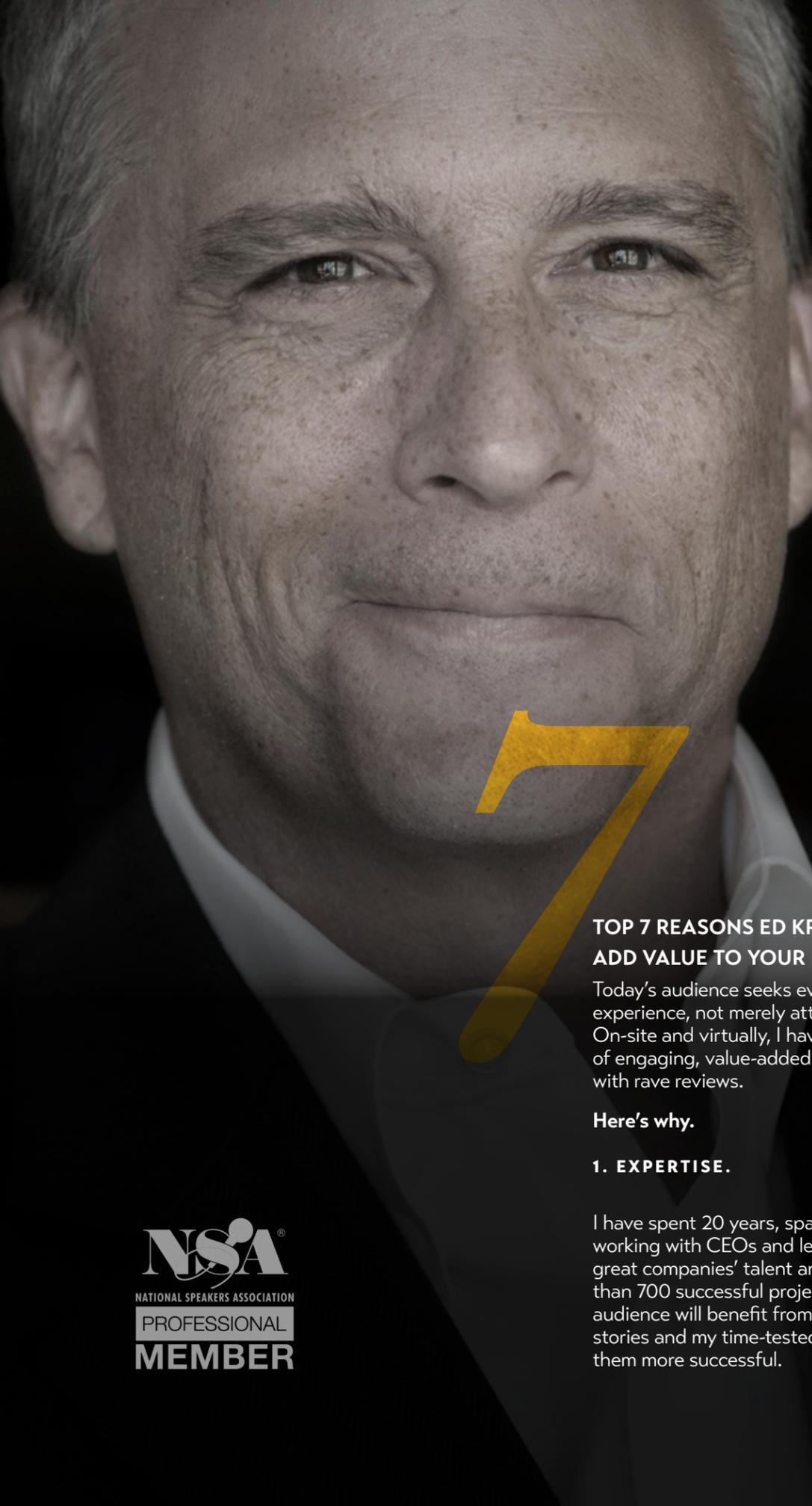
Johnson & Johnson

PATTERSON COMPANIES, INC.

VOITH

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Microsoft



## TOP 7 REASONS ED KROW WILL ADD VALUE TO YOUR NEXT EVENT

Today's audience seeks events they can experience, not merely attend as viewers. On-site and virtually, I have delivered hundreds of engaging, value-added experiences met with rave reviews.

**Here's why.**

### 1. EXPERTISE.

I have spent 20 years, spanning all industries, working with CEOs and leaders to transform great companies' talent and cultures. With more than 700 successful projects behind me, your audience will benefit from real-world examples, stories and my time-tested strategies to make them more successful.

### 2. ACTIVELY QUALIFIED.

Any subject matter expert will hold credentials and good standing in their field associations, as I do with the National Speakers Association, the John C. Maxwell Certification program and my various professional HR designations. But what I find people value and respond to most are the case studies I have both written and studied as examples of why some companies grow and some don't. I make a point of using these types of stories to illustrate proven strategies.

**"Ed was one of the easiest speakers to work with... quickly pivoting his presentation to suit the virtual format. Ed delivered the presentation as flawlessly and energetically as if he were in a room full of attendees... and resulted in Ed being one of our most highly-rated speakers."**

- Alyssa Gibson, Director of Education AAOE

### 3. RELEVANCE.

Part of creating an experience for people is making them feel like they are part of the conversation. I always make a point to speak to my audience in relatable terms. As a result, people feel recognized, connected and more likely to understand and apply the takeaway tools.

**"Ed's presentation and style were so engaging and people loved him. Our people are really tough on speakers and Ed got incredibly positive comments. People couldn't get enough of his work! We hope to have him again."**

- Sarah Eyster, MSW Director, Mental Health Division, Easter Region Rep

### 4. EASY TO WORK WITH.

It might surprise you, but I'm not a crazy celebrity who insists you take all the green M&Ms out of the bowl! Truthfully, I feel lucky to do what I love and grateful for the people I work with. Within reason, I'm willing to meet the demands of a session or conference. I don't attend events with assumptions about how things will go. I like the flexibility to read the room and modify the material to react to the audience's needs.

### 5. INTERACTIVE.

Engaging the crowd is crucial for their experience. Attendees have described me as "energetic," "motivational," and "entertaining." My goal is to encourage participation, learning and fun. To do this, I switch between speaker and part facilitator. I love to draw out audience experiences and include people. Imagine how much the level of attention goes up when someone says, "I'm dealing with this; tell me how I can fix it." This exchange happens a lot during my talks and can spark a great discussion that benefits even more people.

### 6. EXPERIENCE.

No event is the same, and each requires special preparation and tailoring for the audience. I have vast experience in various speaking engagements with 100+ talks given at multiple venues, state level and national conferences, international events and exhibitions virtually, on-site, all over the United States, Canada and abroad.

I confidently and routinely tailor talks for these audience types:

- Executives & C-suites
- Business Owners
- Small business leaders
- Not-for-profits

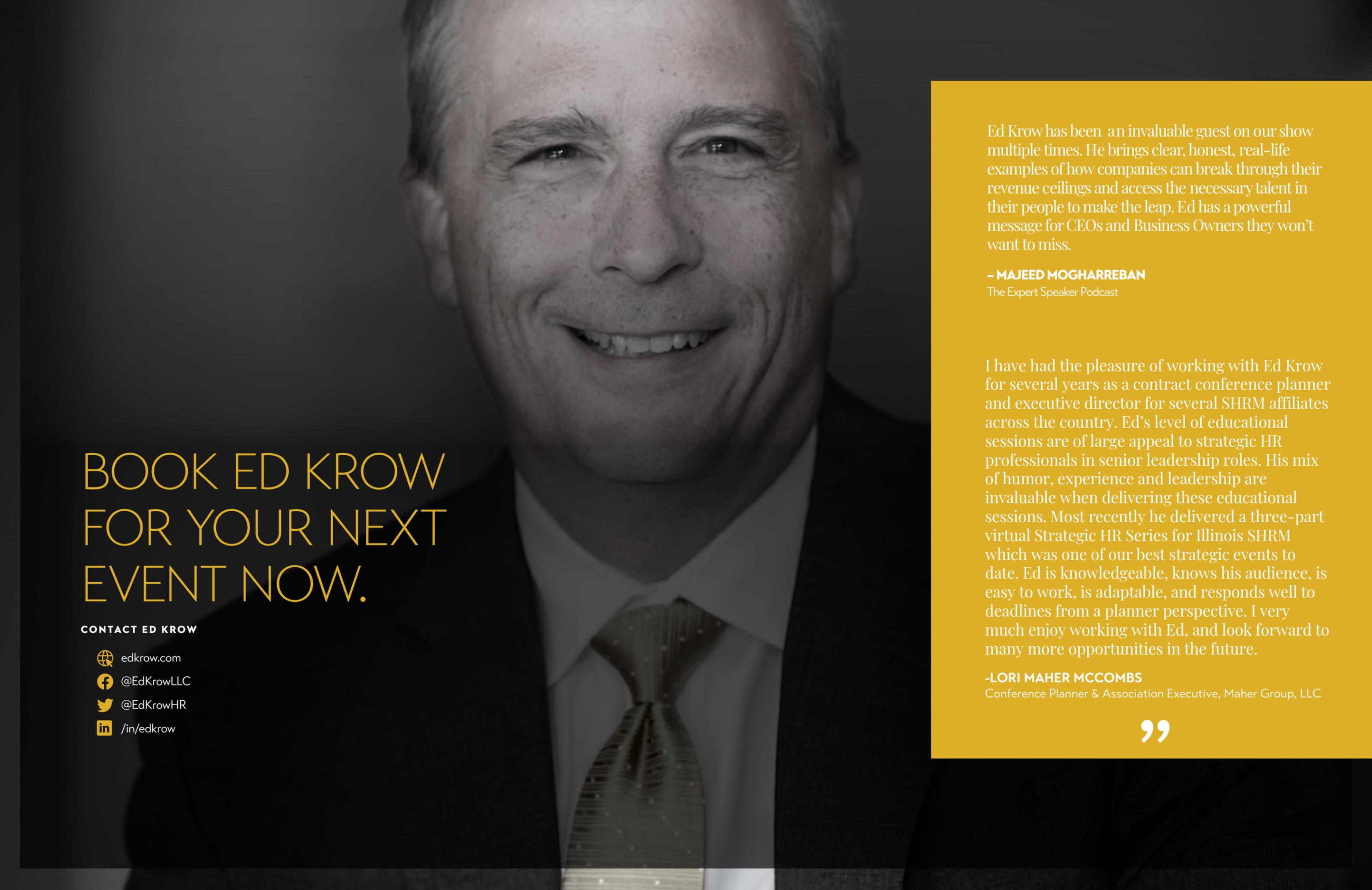
### 7. AUTHENTICITY.

I genuinely enjoy giving presentations, and that shows when I speak. It is satisfying to help motivate people to think about issues they're dealing with and provide takeaways they can use right away to benefit their business. I value what the crowd is sharing with me, and it gives me energy.

I pride myself on delivering talks that are very practical for the listener. I get to the nuts and bolts of how to do what I'm talking about - there are no secrets.

My talks are authentic, honest, entertaining and designed for attendees to go back and better their business.





# BOOK ED KROW FOR YOUR NEXT EVENT NOW.

## CONTACT ED KROW

 [edkrow.com](http://edkrow.com)

 [@EdKrowLLC](https://www.facebook.com/EdKrowLLC)

 [@EdKrowHR](https://twitter.com/EdKrowHR)

 [/in/edkrow](https://www.linkedin.com/company/edkrow)

Ed Krow has been an invaluable guest on our show multiple times. He brings clear, honest, real-life examples of how companies can break through their revenue ceilings and access the necessary talent in their people to make the leap. Ed has a powerful message for CEOs and Business Owners they won't want to miss.

**- MAJEED MOGHARREBAN**

The Expert Speaker Podcast

I have had the pleasure of working with Ed Krow for several years as a contract conference planner and executive director for several SHRM affiliates across the country. Ed's level of educational sessions are of large appeal to strategic HR professionals in senior leadership roles. His mix of humor, experience and leadership are invaluable when delivering these educational sessions. Most recently he delivered a three-part virtual Strategic HR Series for Illinois SHRM which was one of our best strategic events to date. Ed is knowledgeable, knows his audience, is easy to work, is adaptable, and responds well to deadlines from a planner perspective. I very much enjoy working with Ed, and look forward to many more opportunities in the future.

**-LORI MAHER MCCOMBS**

Conference Planner & Association Executive, Maher Group, LLC

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Ed Krow 

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**717-314-3680**

ed@EdKrow.com  
edKrow.com