



## About Aaron

Aaron McDaniel is a corporate manager, entrepreneur, author and speaker with a passion for helping business leaders understand their Millennial customers and empower Millennial employees. He was one of the youngest ever to serve as Regional Vice President at AT&T, a Fortune 10 company, and taught a highly rated student-led course on leadership at UC Berkeley's Haas School of Business.



Aaron is the author of *The Young Professional's Guide to the Working World* (and *The Young Professional's Guide to Managing* (both printed in multiple languages) and has been written about in Forbes, Bloomberg BusinessWeek, US News & World Report and Kiplinger. He has also been heard on NPR & CBS Radio, seen on ABC's Shark Tank and has spoken to groups at top companies and organizations like Wells Fargo, UnitedHealth Group, Deloitte Consulting, Ritz Carlton Leadership Center and the United Way.

## Speaking Topics

**Maximize your Gen Y ROI:** Empowering your Millennial Workforce  
(Audience: Execs/Mgrs)

**The Future of Customer Engagement:** Delighting your Millennial Customers  
(Audience: Execs/Mgrs)

**Young Professional's Guide to the Working World:** Building the Foundation for a Successful Career  
(Audience: Millennials)

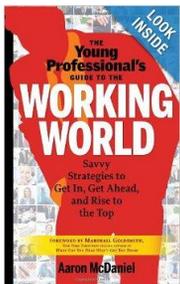
**Work-Life Integration:** How Technology & Generational Differences is Shaping the Workplace of Today & Tomorrow  
(Audience: All Levels)

**How to Be the Boss:** Transitioning into Management  
(Audience: Millennial Mgrs/New Mgrs)

**Intrapreneurship:** Fostering Innovation within Your Organization  
(Audience: All Levels)

**Succession Planning:** How to prepare the future Millennial Leaders of Your Organization  
(Audience: Execs/Mgrs)

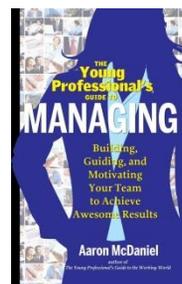
## Expert and Author



*The Young Professional's Guide to the Working World* (Foreword by Marshall Goldsmith, NY Times Bestselling author) fills this void by offering relevant advice to young professionals looking to build a strong foundation for their budding careers. A fellow millennial, the author connects with the reader, calling on a wealth of personal experience from the beginning of his career to illustrate key lessons.

*The Young Professional's Guide to Managing* (Foreword by Jim Kouzes, Bestselling author of *The Leadership Challenge*) is an essential guide for all new managers and emerging leaders, offering relevant tips and insights including:

- How to successfully transition to being a manager
- 10 skills all young professionals must develop to thrive
- Managing people of different generations
- How to hire, develop & lead teams to incredible results





## Testimonials

*I have found few that can top Aaron McDaniel. His topic around hiring, coaching and nurturing millennial talent is most timely and he executes on stage with style and grace. From the initial meeting to his post-session follow up, Aaron is world class... He does it all with humor and an easy to listen style that keeps people engaged regardless of age. If you are looking for someone to discuss how to blend millennials into the workplace, hire Aaron McDaniel, hire him now.*

**-Jack Hubbard, Chairman & Chief Sales Officer, St. Meyer & Hubbard**

*Aaron did his homework and customized his presentation to be relevant to the industry and to my company specifically. His understanding of and discussion around the Millennial generation is critical knowledge for every company and manager in today's workplace. Aaron's presentation style is relaxed and confident, which allowed him to really engage with the audience individually and as a group. Aaron was a true pleasure to work with, start to finish.*

**-Al Giobbie, Sr. Vice President, Provident Bank**

*Aaron was amazing to work with from start to finish. He worked with me to customize his talk for our group and really focused on what would be interesting and relevant for the audience. His session was really dynamic and engaging with multiple people coming up immediately to me after the talk to compliment the session. We would love to bring Aaron in again to speak to our group!*

**-Jenna Chen, Chief of Staff, Deloitte Consulting**

*Aaron provided workable solutions. Participants learned tips that would be beneficial throughout their careers. Attendees left with a clear understanding of the value of collaboration among different generations in the workplace. McDaniel inspired millennials to become engaged and empowered to succeed.*

**-Sheron Rose, Vice President, Montgomery Area Chamber of Commerce**

## Areas of Expertise

- 1. Rich Corporate Experience-** Aaron worked at AT&T for nearly a decade managing over 100 people and organizations as large as 60, becoming one of the youngest ever to serve as Regional VP
- 2. Accomplished Seller-** Aaron was part of AT&T's "Diamond Club," being within the top 1% of sales leaders worldwide
- 3. Proven Teacher-** Aaron taught a highly rated course on leadership at UC Berkeley's Haas School of Business, while he was a student!
- 4. Member of the Millennial Generation-** Aaron is a Millennial, giving him a more keen knowledge of his peers
- 5. Innovative Leader-** Aaron has founded, built and sold multiple technology companies based in the Silicon Valley

*Aaron has worked with top corporations, professional organizations and top universities including:*



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**Contact Aaron!**

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