

David Morey

Vice Chairman of Core Strategy Group and CEO of DMG, is one of America's leading strategic consultants—and one of the nation's most sought-after speakers. Mr. Morey is the award-winning author of *The Underdog Advantage* (McGraw Hill), and has worked with and helped add hundreds of millions of dollars in revenue and value to a range of Fortune 500 companies. Mr. Morey has worked with some of the world's top business leaders—and has advised five Nobel Peace Prize winners and twelve winning global presidential campaigns, including that of the 44th President of the United States, Barack Obama.

In global politics, Mr. Morey has advised Philippine President Corazon Aquino, South Korean President Kim Dae Jung, Russian President Boris Yeltsin, Mexican President Vicente Fox and The Dalai Lama. In business, Mr. Morey has worked with a range of successful start-ups and small businesses, and his corporate clients include General Electric, Verizon, Coca-Cola, Mars, KPMG, McDonald's, Microsoft, News Corp., Nike, Pepsi, P&G, Disney, Visa, Bancamer, TPG and many others.

Over the years, Mr. Morey has served as Adjunct Professor of International Affairs at Columbia University, and recently was Chairman of the Council on Foreign Relations' Task Force on Public Diplomacy. He was a four-time All-American Decathlon competitor, IC4A Champion and a member of several U.S. national teams.



TESTIMONIALS

"All companies, whether big or small, leading or not, have to adopt an underdog insurgent strategy. David Morey shows us how."

Pete Peterson, Founder, The Blackstone Group

"He's one of America's best corporate speakers."
Edgar House, President, H&C

"He knows how to awaken the insurgent in all of us."
Doug Alexander, CEO, ICG

"He's simply the best corporate speaker out there today."
Steve Leff, President, CBIZ

"A dynamic and inspiring 'how to' plan for any individual or organization..."
Mike Roberts, President, McDonald's USA

"He can make insurgents of us all."
Anne Tasker, CMO, The Coca-Cola Company

"The playbook for the insurgent warrior."
Fran Tarkenton, NFL Hall of Fame Quarterback, CEO of GoSmallBiz.com.

**The Discipline of
Insurgent Strategy**
www.CoreStrategyGroup.com



MOST REQUESTED TOPICS:

Underdog Leadership Principles:

Today, we live in the most challenging time in recent business history. We show you how to create and execute insurgent strategies to put your business on top.

How to Play Offense: What do today's great insurgent companies have in common? We show you how to borrow the critical and concrete lessons of these remarkable insurgent successes.

Driving Insurgent Play-Offense Marketing Strategies: The core challenge for your businesses today is driving growth, profit and value—and stealing market share. We present battle-tested formulas for success.

Bolstering The Value and Uniqueness Of Brand: Building brand helps attract customers, add market share and grow profit. It's a critical long-term investment in your business.

Growing Your Bottom-Line With Winning Sales Strategies: We show you how to boost your bottom line with step-by-step strategies to outflank, outfight and outsell your competitors and attract more customers—for life.

Putting Boldness Back Inside Your Organization: We teach how to build winning insurgent cultures that are entrepreneurial and thrive on change. Start your own personal revolution, by unleashing the power of the Underdog within your organization: Using the magic of imagination to think out of the box and win.