



Biography: Rob Shore

The divide between sales professionals that leave lasting, memorable impressions on clients, prospects, colleagues and superiors versus the nameless faces in the Great Sea of Sameness is enormous.

That's the reason why Rob Shore has dedicated his career, and the over-arching message of his company shorespeak®, to increasing the MQ-Memorability Quotient® of his clients. In fact, from entry level bank teller to President of a broker dealer, over the last 30 years Rob has blazed a successful career path using the principals he writes, coaches and speaks about.

His road to success began straight out of high school when he landed in Los Angeles with two suitcases, life savings of \$360 and no advanced education.

Before becoming a corporate expatriate, Rob was President of Allstate Distributors LLC, and led the activities of cross channel product distribution and marketing that produced over \$30 billion in top line sales and achieved over 30% annual compounded sales growth.

Now as CEO of shorespeak® and Wholesaler Masterminds® he is a frequent speaker at national and regional meetings of financial services distributors, retail broker dealers, and industry trade organizations. His coaching practice is targeted primarily to two groups: producers and managers. In addition he is the Editor-in-Chief and Publisher of *I Carry The Bag...the official magazine of wholesaling*.

Rob has contributed articles to, or been quoted in, National Underwriter, American Banker, Ignites.com, Mutual Fund Wire, and Cerulli Associates. His blogs at shorespeak.com and wholesalermasterminds.com are read by some of the most influential leaders in financial services.

Rob resides in Newport Beach, CA with his wife and a pair of 20 pound puppies.