



Introduction: Rob Shore

The divide between financial services 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.

Before becoming a corporate expatriate, Rob was President of Allstate Distributors LLC, and led the activities of cross channel annuity product distribution and marketing. His past experience includes roles as a wholesaler, registered rep and front line manager.

He is the CEO of **shorespeak®** and **Wholesaler Masterminds®** as well as Editor-in-Chief of the official magazine of wholesaling ***I Carry The Bag***. He is a contributor to *Ignites.com*, *Horsemouth.com*, and *The Wealth Channel Magazine*. Rob speaks at national and regional meetings of financial services distributors, retail broker dealers, and industry trade organizations.

He's here today to ask the all important question: **What's Your MQ?**

Please join me in welcoming Rob Shore.