

Gene Siciliano

Interactive | High-Energy | Industry Thought Leader



Learning about **Finance** has never been this **informative** or **fun**

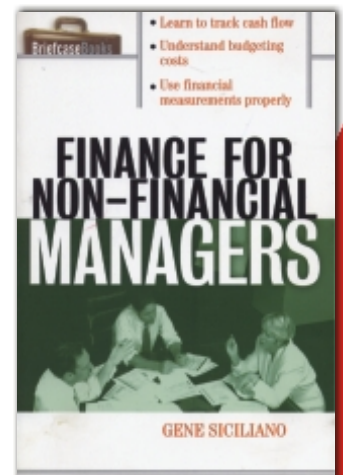
An award-winning member of the National Speakers Association, Gene Siciliano is one of the few business speakers who will show you how to truly understand financial information.

His captivating presentations help businesses leaders and entrepreneurs free up cash flow, boost profits, and turn complex financial terms into simple, easily understood concepts.

Gene has spoken to hundreds of business associations and companies including Warner Bros, National Shoe Association, National Pool & Spa Association, Young Entrepreneurs

Organization, Credit Managers Association of California, Association of Society Executives, National Staffing Association, and many more.

With over 30 years of financial and general management experience, Gene even wrote the book on easy finance. His 2003 publication, Finance for Non-Financial Managers (McGraw-Hill), has become the industry standard for helping managers, CEOs, and business owners master their finances and generate more profits



Sample Topics

In this current economic crisis, Gene has the cure for your financial management problems! His entertaining, tailored presentations deliver practical, applicable advice while energizing you to take action.

The Numbers Made Easy

Don't be afraid any longer! Gene will show you how to read and understand basic financial statements, uncover hidden information, and communicate more effectively with your CFO, accountant, investors, and bank.

Predicting Your Future

Gene will teach you how to use financial forecasting tools to find overlooked trends in your business, determine ideal cash flow levels, and efficiently budget resources.

The Hidden Cost of Earning a Buck

Learn how to measure the real profitability of your largest customers, determine the real gross profit on your products and services, and decrease inventory costs.

Managing the Cash Flow Crisis

Learn how to uncover and fix the biggest cash drains on your business – late-paying clients, paying your bills “later” without upsetting vendors, and others.

Straight From the Audience

National Employee Services Rec Assn

“Gene's level of expertise and knowledge were a perfect fit for the more experienced and dedicated individuals of our membership.”

Patrick Stinson,
Executive Director

The Corporate Group

(An International Group of Financial Management Companies)

“Many delegates commented on your skill at simplifying complex financial ideas.”

Ralph W. Kydd,
M.O.I., Chairman of the Board of Directors

Credit Managers Association

“Gene's presentation was right on target. I still hear credit managers talking about finding the soft spot before they step in it.”

Debbie Pio,
Education Director

Warner Bros. International Television

“We found your presentation very concise, informative, entertaining, and most importantly, practical. We were extremely impressed that you were able to address a group which included MBAs as well as sales executives with no formal financial training. The response to this seminar has been overwhelmingly positive with many executives asking for a follow-up the next time we conduct a strategic retreat.”

Jeffrey R. Schlesinger,
President



Let Gene show your audience how understanding the complex world of finance can be simple, compelling, and a surefire way to galvanize their business!

Gene Siciliano

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