



INTRODUCTION OF MICHAEL HYATT

Michael Hyatt is the author of the *New York Times* bestseller, *Platform: Get Noticed in a Noisy World* (Thomas Nelson, 2012). Recently, *Forbes* magazine named him one of “Top 10 Online Marketing Experts to Follow in 2014” and one of the “Top 50 Social Media Influencers of 2013.”

1. Michael started his career in the world of traditional media.

He has served in a variety of roles in the book publishing industry, most recently as the Chairman & CEO of Thomas Nelson Publishers.

He has worked personally with such bestselling authors as Dave Ramsey, John Maxwell, Andy Andrews, and Marcus Buckingham.

2. Michael was an early adopter of new media (or social media).

- His blog, MichaelHyatt.com, is one of the most popular in the world, with almost 500,000 unique visitors per month. More than 200,000 people follow him on Twitter.
- His podcast, *This Is Your Life*, is consistently in the top ten in the Business category on iTunes and downloaded by more than 350,000 people a month.
- He is the President and Founder of Platform University, an online membership community designed to give people the inspiration, coaching, and resources they need to get noticed in a noisy world.

3. Off the stage, Michael is a devoted family man:

- He has been married to his wife, Gail for 36 years.
- They have five daughters, four sons-in-law, and eight grandchildren.
- He makes his home just outside of Nashville, Tennessee.

He is here [this morning/this afternoon/this evening] to speak to us on the topic of [speech title]. Please join me in welcoming Michael Hyatt.