

FOR IMMEDIATE RELEASE

World's Largest Technology Company turns to Elevator Speech Champ for Sales Strategies

Chris Westfall to present "Leadership in a Matrix Environment" at HP

DALLAS (March 23, 2011) - National elevator pitch champion and award-winning instructor for SMU MBAs, Chris Westfall, will provide the dinner keynote to a team of international sales executives at HP today.

"Technology always has been a passion of mine," said Chris Westfall. "Managing teams without direct authority is a particular challenge in today's workforce. With more and more companies allowing folks to work from home, we have to find ways to connect effectively and create new solutions for customers."

Chris Westfall is an engaging speaker who focuses on creating competitive advantage in sales leadership, personal branding and team dynamics. He is a former "Communicator of the Year" at TCU and a former executive in the electronics industry. Chris managed multi-million dollar accounts including Hilton, Starwood and MGM Mirage. He also he ran global branding for a division of Unilever.

HP is the largest technology company in the world with over 300,000 employees. HP Sales University is a multimillion-dollar training facility that provides HP sales professionals tools and techniques.

About Chris Westfall

Chris Westfall is the President of Westfall and Associates, LLC. He is a professional development coach, spokesperson and writer, specializing in maximizing value for companies and individuals. As a consultant, he regularly offers seminars and instruction to top-tier MBA programs such as the Neeley School, and has lectured at UNT, SMU, Oklahoma State, and Texas A&M (among other colleges). Chris also owns a Dallas-based video production company, Your Online Video, Inc.