

# ABOUT BART BERKEY

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He is the Founder and CEO of Most People Don't, LLC, a Motivational Storytelling and Training Company that provides tools and techniques to enable individuals to "do" what "Most People Don't".

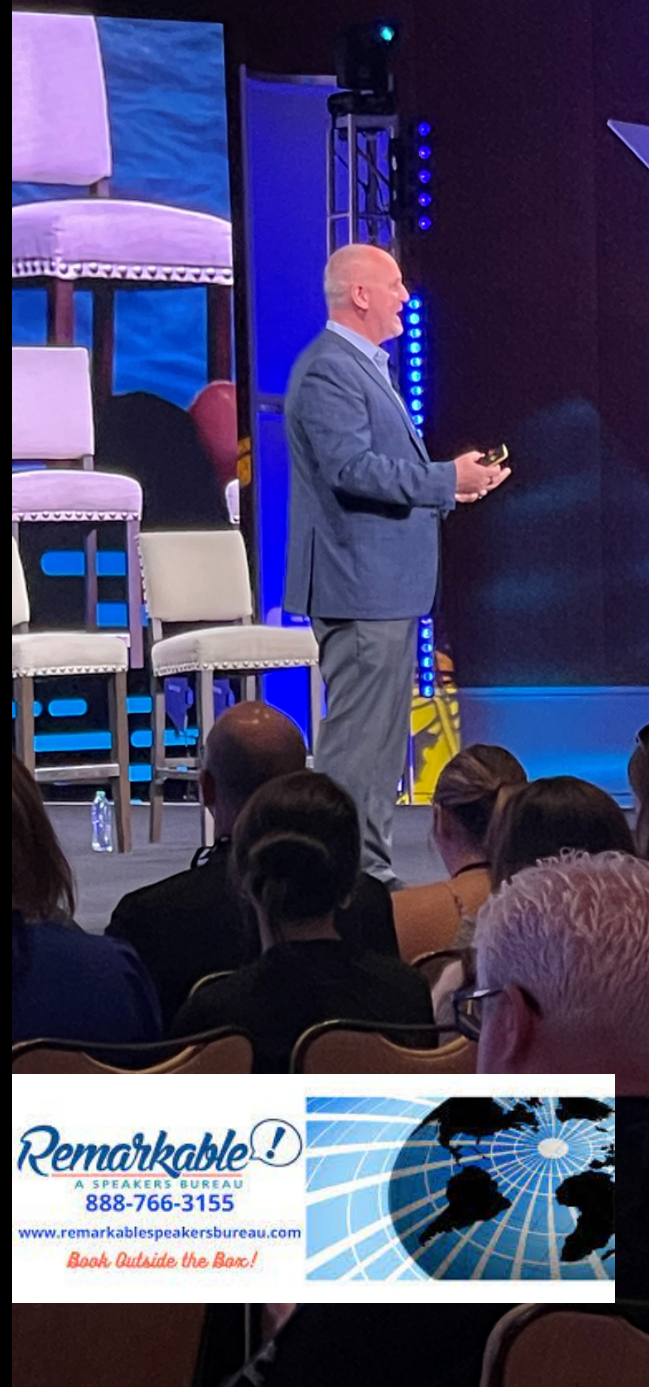
Bart draws upon real life situations to create memorable analogies and messages that are easy to apply. He was raised in Pittsburgh, graduated from Penn State University, and lives in Virginia with his wife.

He is a viral TEDx SPEAKER who also has been recognized as one of the "Top 25 Most Extraordinary Minds in Sales and Marketing." Bart has held numerous global executive roles in the hospitality industry (including Ritz-Carlton, St. Regis, and W Hotels) before devoting himself to teaching others how to achieve excellence.

His trademarked "Most People Don't" mantra is scientifically and psychologically proven to produce improved behaviors in others.

Bart was recently awarded "The Best Luxury Keynote Speaker & Podcast Host" and "Keynote Speaker of the Year" for 2021/2022. In addition, he was also nominated for his work by Forbes for their "Next 1000" list, celebrating entrepreneurs and start-ups in America.

Finally his book "Most People Don't...And Why You Should" resides in the top 1% of book sales on Amazon.



## CLIENT ENDORSEMENTS AND RECOMMENDATIONS

Thank you for a wonderful day! Most People Don't...But YOU do, Bart! From doing your homework in the rain the weekend before to getting to know every member of my team personally as they arrived in the morning, your authenticity and love for what you do were abundantly noticeable! We loved having you spend the day with us to share WHY Most People Don't...why you should...and Brilliant at the Basics. The team was fully engaged and enjoyed your fresh message. I especially appreciated your willingness and ability to customize your core presentation to fit my team's needs. It is a pleasure to know and work with you!

-Gehan Homes, Dallas

Thank you for a fabulous retreat in Colorado with my now very pumped up, engaged and focused team. I love your story telling and there were some fantastic messages for a very young team and also a great reminder for those more tenured. I truly believe that this also assisted our team in becoming more connected and more collaborative. Look forward to having you come back soon!

-St. Regis, Aspen

I have had the pleasure of knowing Bart for several years but FINALLY was able to secure him as our opening Keynote Speaker for ARM's Annual Educational Conference 2022. Bart's message to our group "DO" What Most People Don't" was the perfect kick-off for our event! Everyone came away with a to "do" item. The positive feedback is still coming in and I hope we can secure Bart again in the near future.

-ARM Conference, Sarasota

Bart is a class act. He has a awesome way of connecting the dots with everyone in the space and making them feel his infectious energy. I hope many others have the opportunity to benefit from his expertise in the near future.

-Avalon Bay Communities, Virtual

Bart, it was an absolute pleasure getting to know you. You're an incredibly gifted presenter and more importantly, an extremely kind and thoughtful man. Coming out of the pandemic, we knew our clients were experiencing different problems than they had in the past. Their business priorities had changed, along with the way they value and purchase our services. We knew we had to change along with them. Your presentation at our recent sales meeting helped our sales team see the value of building deeper relationships with our clients that focus on encouraging new ways of thinking (3D) and "doing" to solve their clients' unique business challenges. Thank you for laying a foundation for our AEs

to now "do what others don't".

-Creative Group, Chicago

Bart is fantastic to work with! We asked him to craft his talk around a very specific theme, and he not only did a beautiful job at that, he made it look easy. He's doing what he should be doing - leading others, inspiring others; he's a natural. Not a single moment did I think that he does not mean every word he says. He touches his audience with authenticity and heart. We are honored that he was at our event and added such incredible insight to it.

Thank you, Bart, for sharing your knowledge and vision!

-Retreats Resources, Cancun