



# DENNIS "DC" CAMPBELL

INTERNATIONAL SPEAKER & AUTHOR

## EDUCATION

- Cornell University: Master CertificateHospitality Management
- University of Maryland, Europe - Business
- Southwest Airlines – Formal training; customer service, airport operations, sales, marketing, crisis management, & P&L
- US Army – Basic Combat Training, Military Police School, Military Police Investigation Course, Drug Enforcement Administration Course
- Arizona Real Estate – Licensed Broker, State Certified Instructor for Licensing & Contract Law

## SKILLS

- Organizational Leadership
- Business Unit-Turnaround
- Marketing Disrupter
- Culture Expert
- Crisis Management Plans

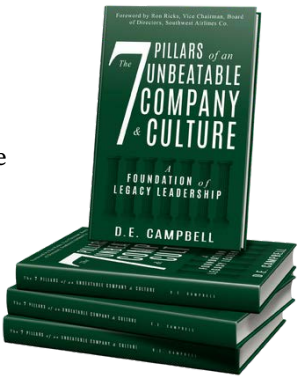
## CONTACT

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[dcampbell@campbellra.com](mailto:dcampbell@campbellra.com)
- **Phone**  
602 402 6665



## BOOK(S)

- 7 Pillars of an Unbeatable Company and Culture; Foundation of Legacy Leadership



## SPEAKER TOPICS

- Legacy Leadership
- Finding Purpose in Life’s Journey
- Advanced Sales Skills Training
- Board & Leadership Retreat facilitation
- Tourism Econometrics
- Real Estate Licensing
- Real Estate Sales/Negotiations



## RECENT ENGAGEMENT HIGHLIGHTS

- *Eye Bank Association of America*
  - *Admiral Beverage (New Mexico)*
  - *Architectural Pre-Cast Concrete Association*
  - *Gib-San Pools & Landscape*
  - *PACE (Pool Builders/Suppliers Assoc.)*
  - *Arizona School of Real Estate & Business*
  - *Keller Williams*
- General Session Talk  
Corporate Culture
  - Leadership Workshop  
Corporate Culture
  - General Session Talk  
Corporate Culture
  - Leadership Workshop  
On-Site Consulting  
Corporate Culture/Executive Leadership
  - General Session Talk  
Corporate Culture
  - Training  
Real Estate Licensing
  - Leadership/Sales Training  
Leadership Training/  
Sales Training

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*‘Expense Creep’ in your company Is Curable With The Right Culture.*

For a proven prescription, call me for a no-obligation consult



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[HTTPS://DENNIS-CAMPBELL.COM/](https://dennis-campbell.com/)



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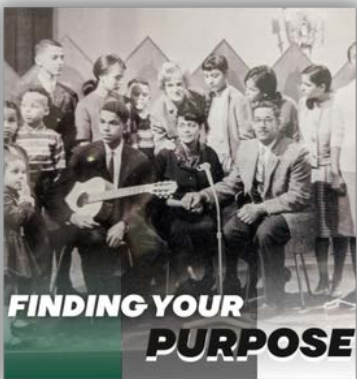
## MAINSTAGE & BREAKOUT SESSIONS



### THE 7 PILLARS OF AN UNBEATABLE COMPANY & CULTURE

**Culture Must Live at the Same Level Of Priority as Strategy In Your Organization.**

**Learn the "How" and the "Why" of building an unbeatable company and culture in a straightforward, practical, and compelling manner, by implementing the 7 pillars that serve as the foundation for legacy leadership.**



### FINDING YOUR PURPOSE

**Unwanted. Ignored. Forgotten - Brown Babies  
The Mischlingskinder/ Mabel Grammer Story**

**How we see the world...** Our lens was shaped by our respective journeys. Sometimes, you find your purpose, and sometimes it finds you. Use what you have learned in your Life's journey to engage your Life's purpose.

**The Big idea...** Your purpose is bigger than your vocation or raising your children. This is about an ache in your soul for something much bigger to make a difference in other people's lives.



### THE POWER OF THE TOURISM DOLLAR

**Does your organization or stakeholders wish to improve your market share in the MICE or leisure categories?**

**Learn why the tourism dollar is the most powerful spent in a community. NOT the most important but the most powerful.**

From roles in the airline space to destination marketing, hotel development, and large-scale event facilities, you will be transformed in your thinking as I connect the dots on this highly competitive space and powerful economic driver for any community.

### ALSO FLUENT IN:

- Aviation
- Funeral Industry
- Several Medical Discipline