



Scott Ginsberg

He transformed wearing a nametag into a successful business! His publishing company, HELLO, my name is Scott! offers an array of products and services. And, he was voted as St. Louis's "Young Entrepreneur of the Year," in 2008 by The St. Louis Small Business Monthly!

Scott is the author of eight books including HELLO, my name is Scott, The Power of Approachability, How to be That Guy and Make a Name for Yourself.

As one of the youngest members of National Speakers Association, Scott gives presentations, breakout sessions, keynote Gitomer, Jim Collins and Fred Reichheld. Companies and speeches and seminars to tens of thousands of people each year. He's shared the stage with bestselling authors/speakers like Jeffrey organizations worldwide have been successfully implementing his programs on approachability since 2003.

Since 2003, Scott has worked with large companies like Staples, Verizon Wireless, Boeing, Prudential Financial, UniGroup, Coldwell Banker, Gundaker Realty, Leo Burnett, Manpower and Hyatt Regency. He's and also worked with organizations like United States Jaycees, International Association of Workforce Professionals, International Cemetery & Funeral Association, American Society of Association Executives, Meeting Professionals International, National Association of Personnel Services, School Nutrition Association, Word of Mouth Marketing Association and The YMCA of America.

Scott is the only person in the world who wears a nametag 24-7 to make people friendlier. (In case you're wondering, he has a nametag tattooed on his chest for certain occasions.) While transforming his simple idea into a business, his adventures have earned him recognition as "The World's Foremost Expert on Nametags" and secured a spot in Ripley's Believe it Or Not!

Scott is a regular contributor to the St. Louis Small Business Monthly, INSTORE Magazine, PR Canada and Expert Village. His conversational, content-rich articles have appeared in hundreds of online and offline publications worldwide. Also, his work has been reprinted in dozens of textbooks and resource guides.

Dubbed as "The Authority on Approachability," Scott is regularly interviewed by various online, print, radio and TV media for his unique expertise. He has been featured in hundreds of outlets such as 20/20, CNN, USA Today, The Wall Street Journal, Inc. Magazine, The Associated Press, REDBOOK, FastCompany, The Washington Post, Paul Harvey, The CBS Early Show and Headline News. He even wrote "The Quiz" on approachability for COSMO!

Scott's award winning, content-rich websites get as many as 30,000 hits a day from readers and audience members around the world.

