

about DOUG

Doug Hanson was born and raised in Katy, Texas, a small town west of Houston. Doug played football at Sam Houston State University where he graduated with a undergraduate B.S. in Computer Science in 1985. His favorite memories from Sam Houston revolve around the girl who tutored him in math, who later became his biggest fan, best friend, and wife of more than 20 years. Together Doug and Helen have four children, ages 10 to 18.

In the mid to late 80's, Doug began his business career as an Events Director for ESPN televised sporting events. He worked his way up through the ranks becoming the National Director of Operations for Pace Entertainment, but decided to leave the entertainment industry in 1988 to utilize his computer science degree and pursue his interests in technology.

For the rest of the 80's and most of the 90's, Doug focused his energies on developing his sales and business skills in the fast-paced computer industry. In his 9 year sales career with Toshiba, Texas Instruments, and Hewlett Packard, Doug earned national recognition 7 times for sales performance. During this time he also earned his MBA from the University of Houston Executive program, where he graduated in 1994 with honors. He finished his sales career in 1996 as a National Accounts Sales Manager, HP's highest level sales position at the time.

Near the end of 1994, while continuing his full-time career in sales, Doug began helping a close friend on weekends at various experiential team building events across the country. It was here that Doug recognized his gift of inspiration and realized his passion for helping people find happiness, success, and fulfillment in their life. That same year, Doug was invited to facilitate the experiential initiatives at Tony Robbins' 10-day event, Life Mastery University held annually in Hawaii. Doug participated in this event for 7 consecutive years with increasing levels of responsibility each year.

By 1996, demand for Doug's seminars and team building activities began to skyrocket. With the financial demands of a family with four children in the back of his mind, Doug took the leap of faith, left his secure corporate job (including the salary, company car, and all the benefits) and ventured full time into his own company, providing speaking and consulting services. Doug is quick to point out that having Helen's full blessing and support is what made this decision possible.

In 1999, during the peak of internet boom, while steadily growing his speaking and consulting business, Doug was one of the initial team members that started Bamboo.com, a developer and provider of innovative on-line virtual imaging technology for the real estate industry. Before changing names to IPIX, Bamboo.com's product had spread to other industries and grew to be the world's largest provider of on-line video content in just two years.

Today, Doug is nationally and internationally recognized as a speaker, consultant, and peak performance coach with customers in the United States, United Kingdom, Spain, Canada, Mexico, and Singapore. His speaking style is engaging and hilarious while his message is life changing and memorable. He has a wide range of content and stories that allows him to connect with virtually any audience. Many of Doug's clients contract him for other professional services as well, such as organizational development, consulting, strategic planning, and executive coaching.

ADDITIONAL INFORMATION

Some of Doug's notable clients include the Houston Texans (NFL franchise in Houston), H&R Block, Verizon, Southwest Airlines, DHL, Coleman, Texas Instruments, and even the legal council of the IRS. In 2004, Doug was the only motivational speaker chosen by the NFL to train the 6,000 volunteers and 200 captains at the city wide pep rally held in Reliant Stadium two weeks prior to Superbowl 38. Doug has shared the platform with such notable figures as George and Barbara Bush, Rudy Rutiger (Notre Dame football player who's story was later made into a Hollywood movie), and Roger Clemens (Major League Baseball Hall of Fame Pitcher).

100% of Doug's business comes from referrals of past clients and audience members, and an analysis of his speaking clients over the past 10 years shows that over 94% of his first time clients book him again for return for follow up events.

Doug markets and sells his own services and always makes it a point to personally speak with anyone interested in learning more about his programs or services. He has no exclusive relationships with speaker's bureaus, nor does he participate in elaborate marketing campaigns, yet his business continues to grow. "I feel the best way to market my services is to be a professional in all my dealings and excellent at every event. If I add value, customers will bring me back and the audience will tell others about what inspired their new outlook on life. I feel God has a plan for me. My part is to be excellent in all I do and then have faith." This year, without any formal marketing, Doug's Hanson Performance Group will generate over \$1MM in revenues from speaking, consulting and personal development products.

Since the start of his career in the speaking business, he has never called himself a "Motivational Speaker." Instead, Doug refers to himself as a "Transformation Coach" because "That's what people do every day. Whatever roles we have, each one of us transforms the world – ourselves first, then those around us – with our thoughts, behavior, attitude, and actions. Motivation, while important, is temporary. Transformations are for life!" To pursue this mission, he founded Doug Hanson Performance Group and committed his life to helping people and organizations achieve their full potential by improving the mindset, energy, skills and connection.

In his presentations, Doug moves people from complacent to engaged with a witty, hilarious, story-telling style that holds his audiences captivated. He has the unique ability to modify his program content and flow to meet the needs of any group. His combination of business experience, formal education, entertainment skills, and real life stories of his own family and personal life allow him to balance his content with the right humor, anecdotes, and exercises. See for yourself what his customers are saying. Visit his web site and review the testimonials at www.doughanson.com.