

## TIM MOORE

Timothy Moore is an accomplished author and speaker with over three decades of experience in marketing, sales, and training. He is Editor of the magazine *Carolina Business Connection* and Director of Workforce Learning and Sales Development at the information technology consultancy WingSwept in North Carolina's Research Triangle region. He is also owner and principal of the sales consultancy Dancing Elephants.

Moore's experience in sales and training spans over thirty years and numerous Fortune 500 companies, including PepsiCo, Gillette, Dow Chemical, and L'Oreal USA. At L'Oreal, he was a divisional Director of Business Development. At Dow Chemical, he was National Sales Director for DowBrands and received Diamond Club honors as the top salesperson in the company. At Gillette, he received the Gillette VIP award as one of the company's top sales professionals.

Moore has written articles on sales and training and teaches classes and seminars in sales at universities and community colleges. He is coauthor of *Six Secrets of Sales Magnets*. He has prepared reports and presentations for companies and organizations across the country. His presentations benefit from his years of hands-on know-how as well as his great sense of humor.

At Generational Insight, Moore is part of a team that has become the leading voice on the impact of generational differences on sales, marketing, and management. He combines the research of Generational Insight with his own professional experience, in addition to observations of client practices, to provide generational strategies and solutions for sales-based business relationships. Moore holds a Bachelor of Arts degree from Elon University, where he was student body president. He grew up in Charlottesville, Virginia and lives with his wife of 32 years, Linda, and their two adult children in Cary, North Carolina.

Tim is one of about 75 million Baby Boomers who are still busy changing the world.