

Tim Sanders is the maverick CEO of Los Angeles tech start-up [Net Minds](#) and founder of research firm Deeper Media Incorporated. Prior to these positions, he was the Chief Solutions Officer at Yahoo, as well as its Leadership Coach (2001-2005). He's a strategic consultant to leading brands, associations and government agencies.

His background is economics, psychology and debate, giving him a rare blend of stories and science to move audiences to action. He's weathered the Quality Movement, the Dotcom Crash and the recent downturn of 2008 – emerging stronger from the experience.

Time Magazine called him a "Public Consultant" because of his extensive pre-keynote research and highly customized advice points for groups. He's one of the top rated speakers in the history of over twenty conferences, conventions and offsite meetings.

Tim is the author of four books, including the global best seller [Love Is The Killer App: How to Win Business & Influence Friends](#). His second book, [The Likeability Factor](#) was featured in major media from USA Today to the New York Times. His latest book, [Today We Are Rich: Harnessing the Power of Total Confidence](#) is an Inc. Magazine business bestseller. Its message: "Take control of your outlook and get your confidence back!" is right for the times.

Corporate Experience

Tim has valuable experience in cutting-edge businesses, sales and marketing. He's weathered the quality movement as well as the dotcom crash and emerged with precious insight.

After graduate school and a short stint working with quality movement guru Ed Deming, Sanders went to work for Southwestern Bell Mobile systems at the birth of the U.S. cellular phone industry. He applied his expertise of quality, marketing and sales to help launch one of the most important industries of our time – wireless communications for the masses.

In 1996, Sanders went to work at broadcast.com for Mark Cuban, an audacious entrepreneur. After the company was sold to Yahoo!, Sanders created and led the Yahoo! ValueLab, an in-house "think tank" which delivered futuristic insight on technology and human behavior. While working there, he discovered that the company was moving too slowly for the innovation required at the time. Leading by example, he started a movement that inspired their executives to make more and faster decisions and to take calculated risks. Even though he was just a Director, within one year, market analysts and board members recognized him as the leader in the company.

In 2002, Sanders was named Chief Solutions Officer at Yahoo!, at a time when the Internet industry was going through significant change and pressure from the stock market. He was charged with responding to multi-million dollar critical situations and empowered to make decisions in the field. From this experience, he learned that leadership is a personal decision, not just the function of a title.

Educational Background

Tim attended Loyola Marymount University and studied in the graduate school of communications at the University of Arizona.