



ROSS SHAFER

Introduction

Ross Shafer has bought and sold 24 different businesses – a profitable hobby he started at the age of 21. By 30, he ventured into a different kind of business....Show Business, collecting (6) Emmy awards as a Comedian, Writer, and TV Host of such shows as, “*The Match Game*” on ABC, “*The Late Show*” on FOX, and “*Almost Live*” on NBC. And, because Ross is obsessed with who succeeds - and who fails, he’s chronicled his findings in (9) popular business books on market growth, relevance, and the customer experience.

BUT, he is most proud of his best selling cookbook... *Cook – Like – A – Stud*; 38 recipes men can prepare in the garage... using their own tools!

Please welcome the unconventional... ROSS SHAFER