



Bio

• Author • Accomplished Columnist • Television Producer • Consultant • Media Expert

Terri Murphy understands the art of engagement through authentic communication.

As an entrepreneur who has built a successful business over the last 28 years, Terri Murphy started out like the rest of us...clueless!

Early in her career, Terri learned to build a strong customer network, propelling her into the top 10 percent of a national sales organization. Terri took what she learned and began her own sales consulting company. Her expertise is in consulting and developing educational initiatives for companies, executives and associations on ways to create new relationships through cutting edge engagement combining online and traditional communication strategies.

Terri is president of Terri Murphy Communications, Inc. and CIO of U.S. Learning; a global interactive on-demand learning and training company based in Memphis, TN. As a consultant to several Fortune 500 companies, Terri understands the critical need to interface online communication strategies that position her clients as the "Celebrity Authority" in their chosen space. She understands the unmatched power of how to connect in a noisy and overcrowded marketplace to create powerful engagement in business today.

Terri is a best-selling author for Dearborn Financial Publishing, an accomplished columnist, online television producer, and business e-communication consultant. She is a published author of five books focused on sales and leadership.

"The ultimate power is connecting people with people."

As a professional presenter, Terri is dynamic, fun, humorous and offers programs that include participation and interaction. She empowers her audience members and combines education with "edutainment" by providing practical sales and marketing strategies that build high level awareness and customer brand preference.

She has been a featured expert on ABC, NBC, CNBC, and CBS Affiliate WREG-TV, and multiple online radio broadcasting networks. She is a regularly scheduled guest on WREGTV's Live@9 for Women in Business and KWAM990 A.M. Women's Wisdom Wednesdays and is the founder of www.SmartWomenSmarterChoices.com.

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