



Gene's book, published 2003 by McGraw-Hill



Gene Siciliano: Helping You Take Home *More* of What You Take in

What Audiences Say

National Employee Services Rec Assn

"Gene's level of expertise and knowledge were a perfect fit for the more experienced and dedicated individuals of our membership."

— Patrick Stinson, Executive Director

Credit Managers Association

"Gene's presentation was right on target. I still hear credit managers talking about finding the soft spot before they step in it."

— Debbie Pio, Education Director

Warner Bros. International Television

"We found your presentation very concise, informative, entertaining, and most importantly, practical. We were extremely impressed that you were able to address a group which included MBAs as well as sales executives with no formal financial training. The response to this seminar has been overwhelmingly positive with many executives asking for a follow-up the next time we conduct a strategic retreat."

— Jeffrey R. Schlesinger, President

The Corporate Group

(An International Group of Financial Management Companies)

"Many delegates commented on your skill at simplifying complex financial ideas."

— Ralph W. Kydd, M.O.I., Chairman of the Board of Directors

BSCAI (Building Service Contractors Association International)

"You made a significant contribution to the program by sharing information with the attendees that they found genuinely meaningful."

— Karen Bilak, CMP, Director of Meetings

Helping you take home *more* of what you take in: That's Gene Siciliano's specialty, and it's a truly unique one for a professional business speaker. There are plenty of experts who'll tell you how to grow your business through marketing and sales, but as we all know, more money coming in doesn't always equal more money going home. Gene is one of the only business speakers in the country who will show you how to increase revenue and turn it into real take-home profits by cutting out those hidden costs you can't even see. At the same time, he'll show you where to find the outside cash to finance the next growth spurt of your business — even if your current financial records look a little too "scary" for the bankers.

Gene's expertise in making your business more profitable is backed by over 30 years of financial and general management experience. He's held top financial management positions with Computer Sciences Corporation, Epson America, Superscope Inc., and dozens of privately-owned companies. As a consultant, he has acted as Chief Financial Officer for nearly a hundred companies — earning him the title of Your CFO For Rent.

And when it comes to putting complex financial ideas in plain English, Gene literally wrote the book on it. In 2003, he published *Finance for Non-Financial Managers* (McGraw-Hill), which has become the industry standard, helping managers, CEOs, and business owners learn how to free up their cash flow and generate more profits for their companies.

An award-winning member of the National Speakers Association, Gene's presentations are interactive, high-energy, content rich, and entertaining. He has spoken at hundreds of business associations and companies, including Warner Bros, National Shoe Association, National Pool & Spa Association, Young Entrepreneurs Organization, Credit Managers Association of California, Association of Society Executives, National Staffing Association, and many more.