

***SPEED. AGILITY.  
TEAMWORK.***



"I've known Brian & his family for many years; he's an outstanding man of character, I'm proud to be part of his resume."

**~ George H. W. Bush, President**

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"We've known the Holloway's for many years, our children grew up together, Brian will do a great job as an expert, a leader, an advisor to business's and organization who strive for peak performance."

**~ Jack Kemp, Presidential Candidate**

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"Brian is a STANFORD ALL-AMERICAN, an ALL-PRO leader; a true professional. he's a CHAMPION perfect for TEAMS that must WIN and SUSTAIN IT."

**~ Bill Walsh, Hall of Fame**

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"Congratulations, Brian. America needs you. Keep up the good work and thank you for your service and leadership."

**~ Bill Clinton, President**

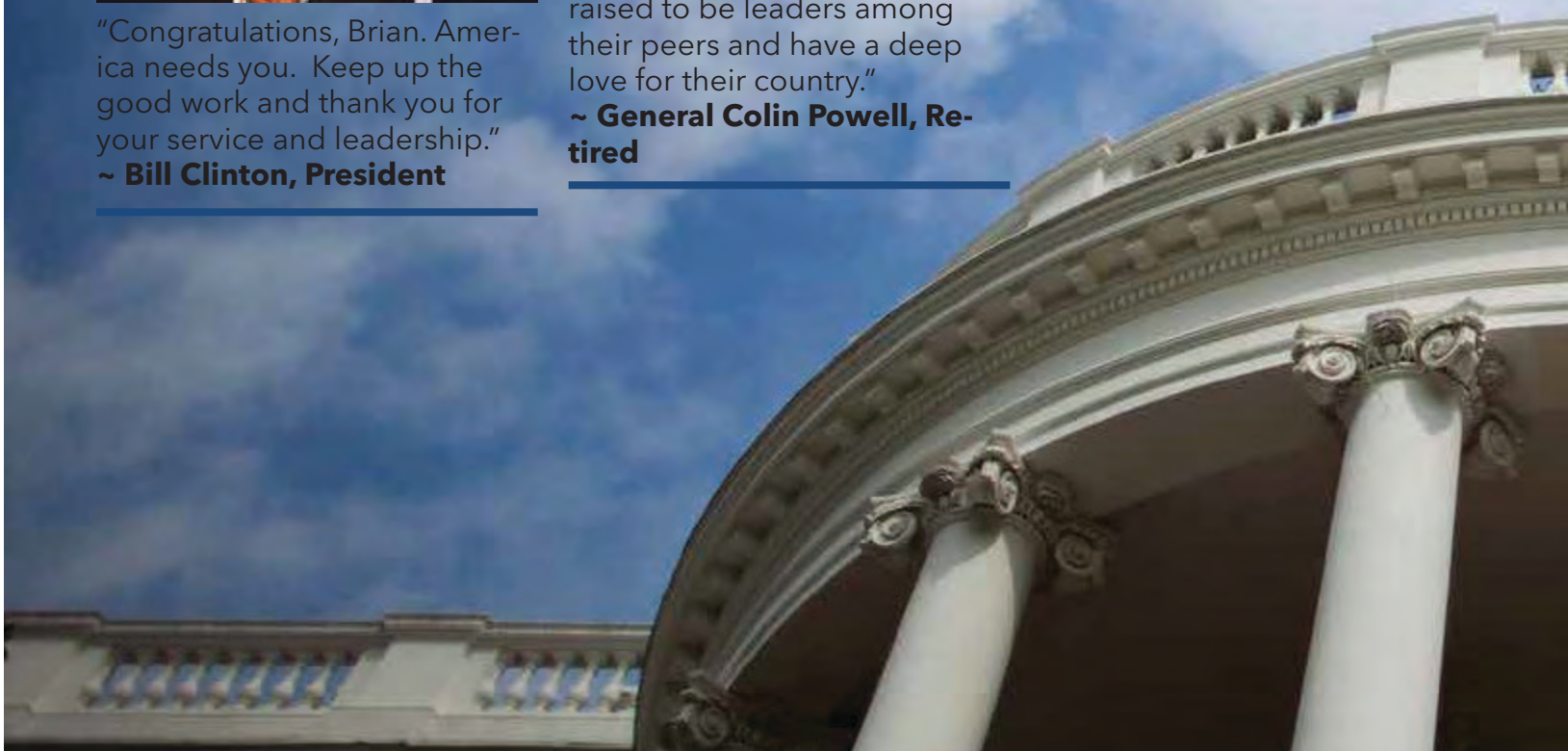
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"We've known Kay & Wendell Holloway for over 40 years; Brian, Karen and Jonathan were raised to be leaders among their peers and have a deep love for their country."

**~ General Colin Powell, Retired**

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"Brian is a true PATRIOT, he's deeply committed to excellence and leadership; he's highly intelligent and will continue to make a difference far beyond BOSTON and New England."

**~ George Dukakis, Presidential Candidate**

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"I've spoken for many companies, and I've run several big companies, Brian Holloway is outstanding...extremely intelligent; he's much more than an ALL-PRO football player. He will do a great job as a leader, speaker and advisor to boardrooms and companies."

**~ Mario Cuomo, Presidential Candidate**

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"Brian Holloway is a great competitor and has gone from a modest background to unprecedented success. He's been a dear friend and remains very close to the rest of my family."

**~ Joseph P. Kennedy, II**

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# TOTAL MARKET DOMINATION!

## PARTIAL CLIENT LIST

- 3M
- ABBOTT LABORATORIES
- ABC
- ACCENTURE
- AETNA
- AGILENT TECHNOLOGIES
- AGRILIANCE
- AIG
- ALCOA
- ALLIANT TECHSYSTEMS
- ALLIED INSURANCE
- ALLSTATE
- AMEREN
- AMERICAN AIRLINES
- AMERICAN EXPRESS
- AMERICAN FAMILY INSURANCE
- AMERICAN FIDELITY



## BRIAN HOLLOWAY -- SUPERBOWL TEAM CAPTAIN

STANFORD ALL-AMERICAN

5 x NATIONAL FOOTBALL LEAGUE ALL-PRO

HIRED BY 427 FORTUNE 500

#1 MOST REQUESTED SPEAKER IN AMERICA

#1 EXECUTIVE COACH / TRAVELED OVER 15 MILLION MILES

126,000,000 DIGITAL FOOTPRINT IN 185 COUNTRIES

# GLOBAL MEDIA REACH 126,000,000 in 185 Countries

Holloway's global digital footprint reached over 126,000,000 in 185 countries in 2017; and remains one of the most influential new minds in digital marketing, media reach and brand development.

## INTERNATIONAL REACH:

- UNITED STATES
- CANADA
- GERMANY
- AUSTRALIA
- NETHERLANDS
- UNITED KINGDOM
- JAPAN
- SWEDEN
- FINLAND
- NEW ZEALAND
- MEXICO
- SOUTH AFRICA
- HUNGARY
- ESTONIA
- FRANCE
- BRAZIL
- NORWAY
- BELGIUM
- DENMARK
- SWITZERLAND
- POLAND
- ITALY
- SINGAPORE

## PARTIAL CLIENT LIST *continued*

- AMERICAN FINANCIAL GROUP
- AMERICAN NATIONAL
- AMERIGROUP
- AMERISOURCE BERGEN
- AMICA
- AMWAY
- APEX HEALTHCARE
- APPLE
- APPLIED BIOSYSTEMS
- APPLIED MATERIALS
- APPLIED MEDICAL SYSTEMS
- APS INC.
- ARCHER DANIEL MIDLAND
- ASSURANT
- AT&T
- AUTO-OWNERS INSURANCE
- AVAYA
- AXA EQUITABLE
- BANK OF AMERICA
- BARNEY SKANSKA CONSTRUCTION
- BELL ATLANTIC NYNEX MOBILE
- BERKSHIRE LIFE
- BERTHEL, FISHER & COMPANY
- BEST BUY
- BLOOMBERG'S
- BLUE CROSS BLUE SHIELD
- BLUE GREEN FINANCIAL GROUP
- BOEING
- BRISTOL-MEYER SQUIBB PHARMACEUTICALS
- BRISTOL-MYERS SQUIBB
- CALFARM

# BRIAN HOLLOWAY

LEADERSHIP. PLAYMAKERS. PASSION. TEAMWORK

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## BIO:

Son of a military officer (SAC), a **STANFORD** ALL-AMERICAN, launched from his Silicon Valley roots to the **NATIONAL FOOTBALL LEAGUE** as the **NEW ENGLAND PATRIOTS 1st.** Round Draft Pick. Holloway, 5 x NFL ALL PRO became...**the #1** Blindside Tackle in the **NATIONAL FOOTBALL LEAGUE** and **SUPERBOWL TEAM CAPTAIN.**



Holloway's leadership propelled the **NEW ENGLAND PATRIOTS** to their **DYNASTY** of **SUPERBOWL'S** and **WORLD CHAMPIONSHIPS.**

*"I Stand For The National Anthem"*

### **PARTIAL CLIENT LIST continued**

- **GROUP 1 AUTOMOTIVE**
- **GTE**
- **GUARDIAN LIFE INSURANCE**
- **GUIDANT**
- **H&R BLOCK**
- **HANOVER INSURANCE**
- **HARDEES**
- **HARTFORD FINANCIAL**





## THE PATRIOTS WAY --

covenants of excellences, peak performance, execution and TEAMWORK once again produced the greatest comeback in **NFL HISTORY** in 2017 **SUPERBOWL 51**.

As Vice President of the **NFL PLAYERS** Holloway's expertise in Brand Development, Digital Marketing & Social Media Reach, resulted in **THE NATIONAL FOOTBALL LEAGUES** first multi-Billion Dollar TV Contract.



### **ABC/ESPN 3,000,000 DIGITAL VIEWS**

Holloway crafted what would become the new global bandwidth online digital platform for **ABC SPORTS & ESPN** generating 3,000,000 views in the first 48 hours; an innovation that changed the sports marketing world forever.



### **To Be #1**

Today Holloway is the #1 most requested motivational speaker, TEAM BUILDER and Brand Developer and has been hired by all the Fortune 500.

### **OUTPERFORMING ALL COMPETITION**

Recent clients include Apple, HP, MICROSOFT, INTEL, Verizon, THE WHITE HOUSE, HARVARD BUSINESS SCHOOL, Homeland Security, WALMART, State Farm, MetLife, Bank of America, FORD, Wells Fargo, XEROX.

# TOPICS: MOST REQUESTED

## **(1) TOTAL MARKET DOMINATION**

The MINDSET OF THE CHAMPION. This is a fast paced, hard hitting, high powered packed with new thinking creating value immediately.

## **(2) THE PASSION OF THE PLAYMAKER**

This is the most requested KEYNOTE delivered around the world. WARNING! This is an intense, frank, roller-coaster breakthrough experience.

## **(3) TEAMWORK - CARRYING THE GAME BALL TO WIN**

**TEAMWORK.** Everyone must lead with great vigor, vision, energy, passion and direction. Everyone must **CARRY THE GAME BALL WIN! The Ultimate Game Changer.**

## **(4) TO BE #1 THE BLITZ PICK-UP**

They're coming! **THE BLITZ**; every day champions execute **THE BLITZ PICK-UP** strategy to turn adversity to total market advantage. Execute to **WIN MARKET-SHARE.**

## **(5) 7XPOWER: SHOCK & AWE!**

**7 KEYNOTES** are delivered at once, with everyone "getting it"; from BOOMERS, GenX, GenY and the Millennials. Vision. Leadership. Passion. Focus. Commitment.

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**"Brian is a man of character..."**

**~President George Bush**

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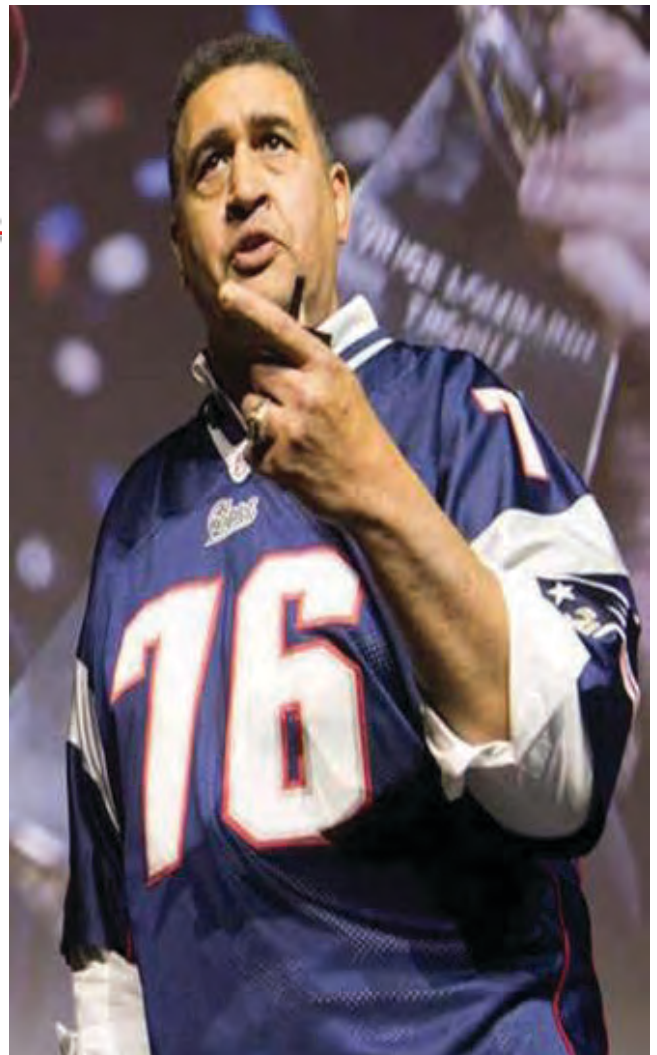
Courage. Contribution; with a shocking drop jaw ending.

## **(6) WIN ! - THE CUSTOMER EXPERIENCE**

INNOVATIVE SALES strategies to WIN The Customer Experience to become the SOLE SOURCE in the market.

## **(7) OVERCOMING ADVERSITY**

The turbulent market is disruptive and uncertain, "THE NEW" disruption is YOU! This is not a speech. This is a thoughtful conversation for the serious-minded executives that must make the impossible happen.

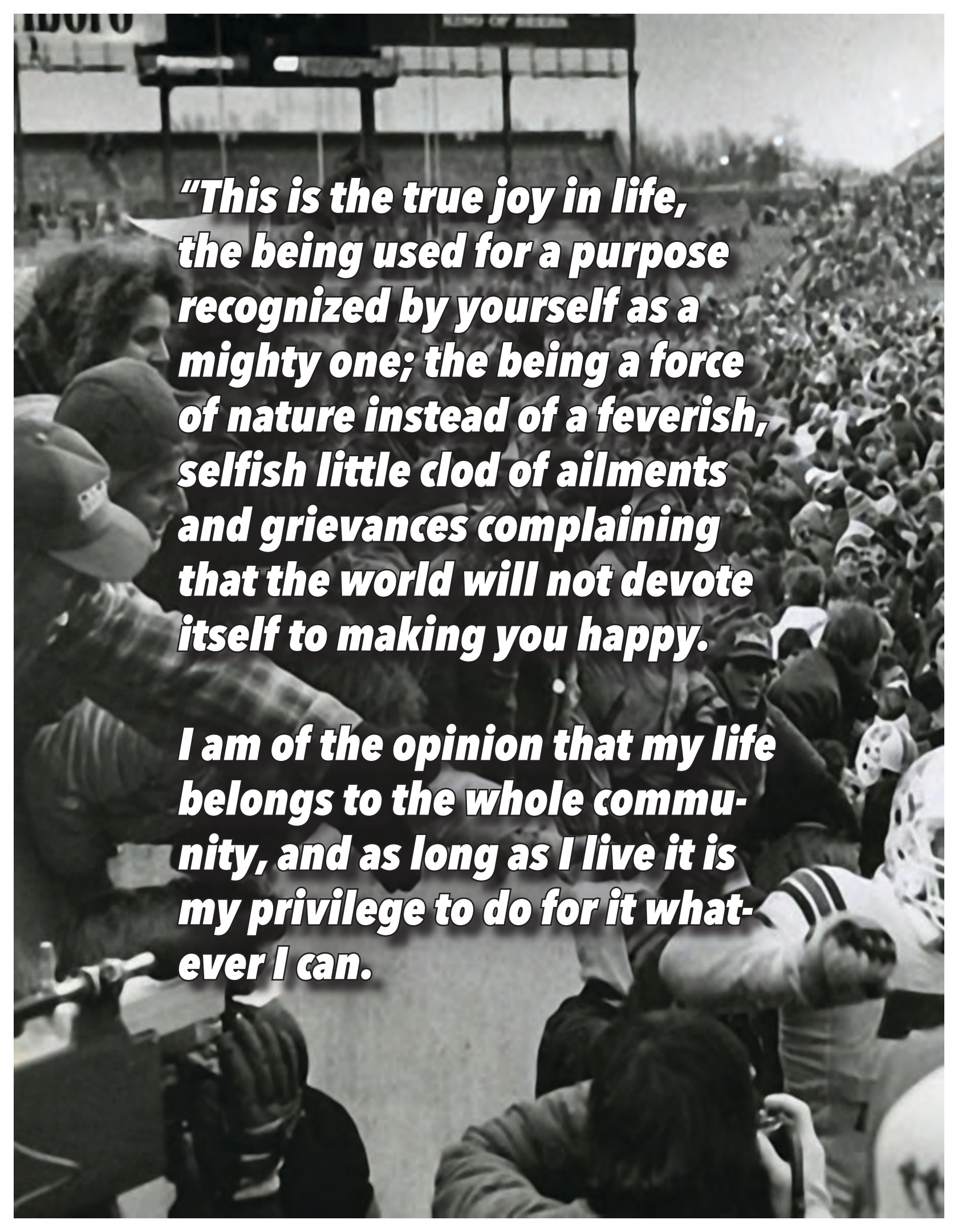


# Awards & Achievements



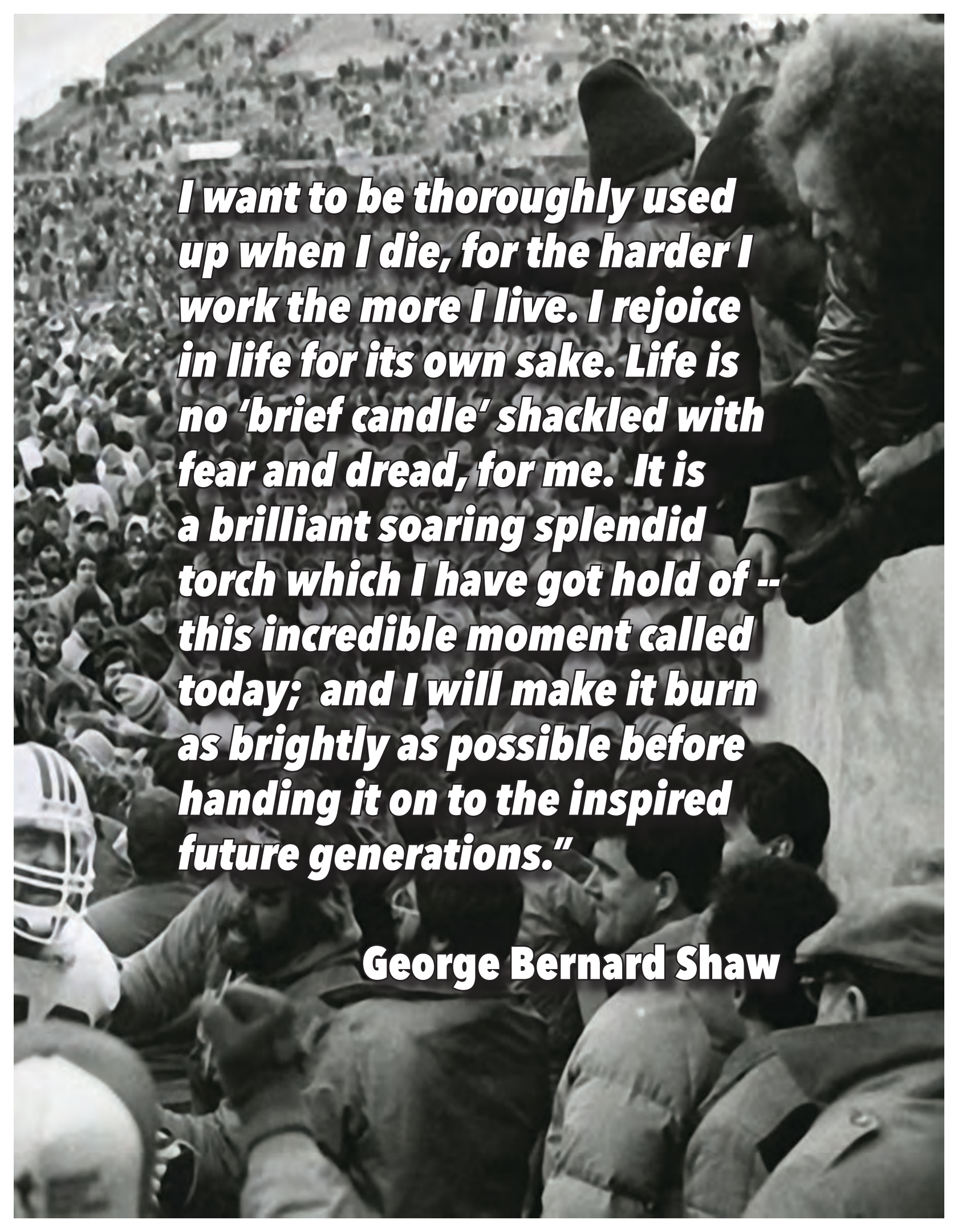
- BOY SCOUTS OF AMERICA
- ALL-AMERICAN, CHURCHILL HS POTOMAC MD
- NATIONAL HONOR SOCIETY / SCHOLAR-ATHLETE
- 350 ATHLETIC/ACADEMIC SCHOLARSHIP OFFERS
- HARVARD, YALE, PRINCETON, BROWN SCHOLARSHIPS
- 3 x ALL-PAC 8 STANFORD UNIVERSITY
- ALL- AMERICAN STANFORD UNIVERISTY
- #1 OFFENSIVE LINEMAN, CALIFORNIA
- 1ST ROUND DRAFT PICK: THE NEW ENGLAND PATRIOTS
- THE NATIONAL FOOTBALL LEAGUE 5 X NFL ALL-PRO
- NEW ENGLAND PATRIOTS TEAM CAPTAIN
- VICE PRESIDENT, NFL PLAYERS
- 1985,1986 AFC EASTERN DIVISION CHAMPIONS
- 1985 SUPER BOWL XX, NEW ORLEANS
- ASSOCIATE PROFESSOR: NORTHEASTERN UNIVERSITY
- HARVARD'S KENNEDY SCHOOL OF GOVERNMENT
- HARVARD'S BUSINESS SCHOOL
- WHARTON GRADUATE SCHOOL OF BUSINESS
- U.S. AIR FORCE CERTIFICATE OF APPRECIATION
- STANFRORD ATHLETIC BOARD
- CHALLENGER CENTER, BOARD OF DIRECTORS
- PRESIDENTIAL GEORGE BUSH, POINTS OF LIGHT CERTIFICATE
- PRESIDENT BILL CLINTON AWARD OF LEADERSHIP
- 25TH INFANTRY DIVISION SUPPORT COMMAND
- THE HUNDRED CLUB OF MASS, CERTIFICATE OF APPRECIATION
- DEPUTY DIRECTOR: NYS DIVISION FOR YOUTH
- 10 MOST DISTINGUISHED COMMUNITY LEADERS
- B'NAI B'RITH CERTIFICATE OF LEADERSHIP
- SWITZERLAND, WORLD BUSINESS COUNCIL
- HALL OF FAME ENSHIRENMENT: STANFORD
- BOY SCOUTS OF AMERICA DISTINGUISHED LEADER
- 10 MOST INFLUENTIAL CITIZENS, MA

**I Stand.**

A black and white photograph of a large crowd at a sporting event, likely a football game. In the foreground, a football player in a light-colored jersey with dark stripes on the sleeves is visible, looking down. The background is filled with a dense crowd of spectators, some wearing hats. The text is overlaid on the image in a bold, italicized font.

***"This is the true joy in life,  
the being used for a purpose  
recognized by yourself as a  
mighty one; the being a force  
of nature instead of a feverish,  
selfish little clod of ailments  
and grievances complaining  
that the world will not devote  
itself to making you happy.***

***I am of the opinion that my life  
belongs to the whole commu-  
nity, and as long as I live it is  
my privilege to do for it what-  
ever I can.***

A black and white photograph of a large crowd of people, likely at a sporting event. In the foreground, a football player wearing a helmet is visible on the left. The crowd is dense, and the background shows a large stadium filled with spectators. The text is overlaid on the image, centered and in a bold, italicized font.

***I want to be thoroughly used up when I die, for the harder I work the more I live. I rejoice in life for its own sake. Life is no 'brief candle' shackled with fear and dread, for me. It is a brilliant soaring splendid torch which I have got hold of -- this incredible moment called today; and I will make it burn as brightly as possible before handing it on to the inspired future generations."***

**George Bernard Shaw**



## FEATURED ON:

- Good Morning America
- FOX News Channel
- The Daily Mail
- Jay Leno
- The Mary Jones Show
- NFL Today
- CBS This Morning
- Harper's Magazine
- Diane Sawyer
- Nightline
- Brian Williams
- BLOOMBERGS
- The Tonight Show
- FOX & Friends
- Huffington Post
- Wall Street Journal
- New York Post
- The John Gibson Show
- CNN First Edition
- The John Gibson Show
- CNN First Edition
- The Mike Huckabee Show

- SPORTSCENTER
- ABC Action News
- Luxury Lifestyle Media
- BUZZ FEED
- THE TODAYSHOW

- ABC News
- Yahoo Sports
- ESPN
- Greta Van Susteren
- FOX & Family

*“Brian has comprehensive and extensive business knowledge and the passionate resolve as a no-nonsense leader. The impact on our organization was immeasurable – it will be generating value for decades.”*

- New York Magazine
- Washington Post
- Live With Kelly & Michael
- The Kelly Files
- New York Daily News
- Dr. Phil
- Arise News
- Los Angeles Times
- THE VIEW

- New York Times
- ESPN Shutdown Corner
- THE GOTHAMIST
- Pro Football Talk
- The Roe Coe Coach Report



# ***"Solve The Secret Society"***

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"This was important... Brian helped us see a much bigger picture."

"Today changed everything! I am THE PLAYMAKER!"

## **CHAMPIONS**

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### ***MICROSOFT TESTIMONIALS***

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*"The most intelligent, hard hitting, timely message to our global sales team as we are in the global launch of WINDOWS 10."*

*"This was the perfect passionate message for our biggest day!...Thank you Brian."*

*"How did Silicon Valley let this brilliant mind slip into the NFL - a very pleasant surprise. intelligent and on point."*

*"Holloway is a digital ROCKSTAR! 126,000,000 digital footprints in 185 Countries! Now, David is growing that incredible reach."*

*"I loved THE BLITZ PICK-UP; it was a brilliant, simple but profound way to get us unstuck and now we are GAME READY!"*



*"We needed a BIG day - and that's what our TEAM got... incredible inspiration. A wake up call of tremendous value."*

*"Brian & David opened our eyes - We will CARRY THE GAME BALL TO WIN."*

## **PARTIAL CLIENT LIST continued**

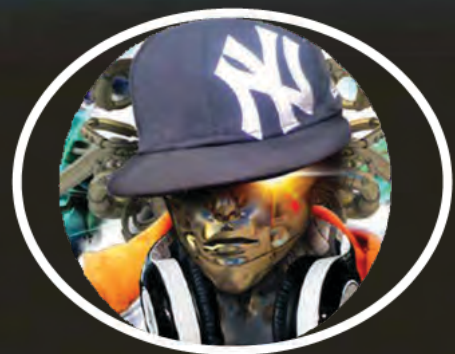


- CANADA LIFE INSURANCE
- CARDINAL HEALTH
- CB COMMERCIAL
- CB RICHARD ELLIS
- CENTURY 21
- CHARLES SCHWAB
- CHASE
- CHICK-FIL-A
- CIBA VISION
- CIGNA
- CISCO
- CNA FINANCIAL
- CNN
- CNNFN
- COCA-COLA
- COMCAST
- COMMERCIAL METALS
- COMPAQ
- CONOCO
- CONSOLIDATED NUTRITION
- DAIMLERCHRYSLER
- DARDEN RESTAURANTS
- DEAN FOODS
- DEANWITTER-MORGAN STANLEY
- DELL
- DELOITTE & TOUCHÉ
- DIGITAL SUPPORT SYSTEMS
- DOLE FOOD
- DOW CHEMICAL
- DUPONT
- ELI LILLY



## **PARTIAL CLIENT LIST continued**

- EMERSON ELECTRIC
- ENTERGY
- EQUIFAX RISK MANAGEMENT
- EQUITABLE LIFE
- ERIE INSURANCE GROUP
- ESPN
- FANNIE MAE
- FARM BUREAU
- FARMERS INSURANCE GROUP
- FEDEX
- FIDELITY
- FILA, USA
- FISERV
- FLEET CAPITAL LEASING
- FLEETBANK
- FLOWSERVE
- FMC TECHNOLOGIES
- FORD
- FORTIS
- FOX
- FRANKLIN LIFE
- FRANKLIN RESOURCES
- FREDDIE MAC
- GAMA
- GENERAL DYNAMICS
- GENERAL MOTORS
- GMAC INSURANCE
- GOLDMAN SACHS
- GOOD MORNING AMERICA
- GORDON FOODS
- GRAYBAR ELECTRIC



**SOCIAL MEDIA  
CLIENT ENGAGEMENT  
CUSTOMER EXPERIENCE**

## **PARTIAL CLIENT LIST continued**

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- HARVARD BUSINESS SCHOOL
- HEALTH MANAGEMENT
- HELM FINANCIAL GROUP
- HITACHI MEDICAL SYSTEM
- HONEYWELL
- HOST HOTELS & RESORTS
- HUMANA
- IBM
- ICI ACRYLICS
- INFONET
- INFORMIX
- ING GROUP
- INGERSOLL RAND
- INGRAM MICRO
- INTEL
- INTELSAT
- INTERNATIONAL ASSETS
- INTERNATIONAL PAPER
- ITT
- JOHN DEERE
- JOHN HANCOCK
- JOHN HANCOCK INSURANCE
- JOHNSON & JOHNSON
- JOHNSON CONTROLS
- KANSAS CITY LIFE
- KEYBANK
- KIMBERLY-CLARK
- KINDRED HEALTHCARE
- KNIGHT TRADING
- KPMG
- KRAFT FOODS
- LEAR CORPORATION
- LIBERTY MEDIA
- LIBERTY MUTUAL
- LIFT PARTS MANUFACTURE
- LIMRA
- LOCKHEED MARTIN
- LONGS DRUGS STORE
- MALLINCKRODT MEDICAL INC.
- MANULIFE FINANCIAL
- MAPINFO
- MARRIOTT
- MASS MUTUAL INSURANCE
- MASTERCARD
- MBNA
- MCDONALDS
- MEDCO HEALTH
- MEDLINK SYSTEMS
- MERCHANTS
- MERCHANTS INSURANCE GROUP
- MERCK
- MERRILL LYNCH
- METLIFE
- MICRON TECHNOLOGY
- MICROSOFT
- MONY
- MORGAN STANLEY
- MRI INTERNATIONAL
- MUTUAL OF AMERICA
- MUTUAL OF OMAHA



## **PARTIAL CLIENT LIST continued**



- NATIONWIDE MUTUAL INSURANCE COMPANY
- NAVISTAR
- NBC SPORTS
- NEW ENGLAND PATRIOTS
- NEW YORK LIFE
- NEXL NETWORK SOLUTIONS
- NEXTEL
- NIKE
- NORTHERN TRUST CORP.
- NOVELL
- OCEAN SPRAY
- OLD MUTUAL
- ORACLE
- OWENS CORNING
- PACIFIC BELL
- PACIFIC LIFE
- PENN MUTUAL
- PEPSICO
- PHILLIP MORRIS
- PITNEY BOWES
- PNC BANK
- PNC FINANCIAL
- PREBON YAMANE
- PRIMERICA
- PRINCIPAL FINANCIAL GROUP
- PROCTER & GAMBLE
- PROGRESSIVE
- PRUDENTIAL FINANCIAL
- QUALCOMM
- QUEST DIAGNOSTICS
- RAYTHEON
- REEBOK
- REINSURANCE GROUP



- |                               |                        |
|-------------------------------|------------------------|
| • NASA                        | • NATIONSSECURITY      |
| • NATIONAL FINANCIAL SERVICES | • NATIONWIDE           |
| • NATIONS BANK                | • NATIONWIDE INSURANCE |

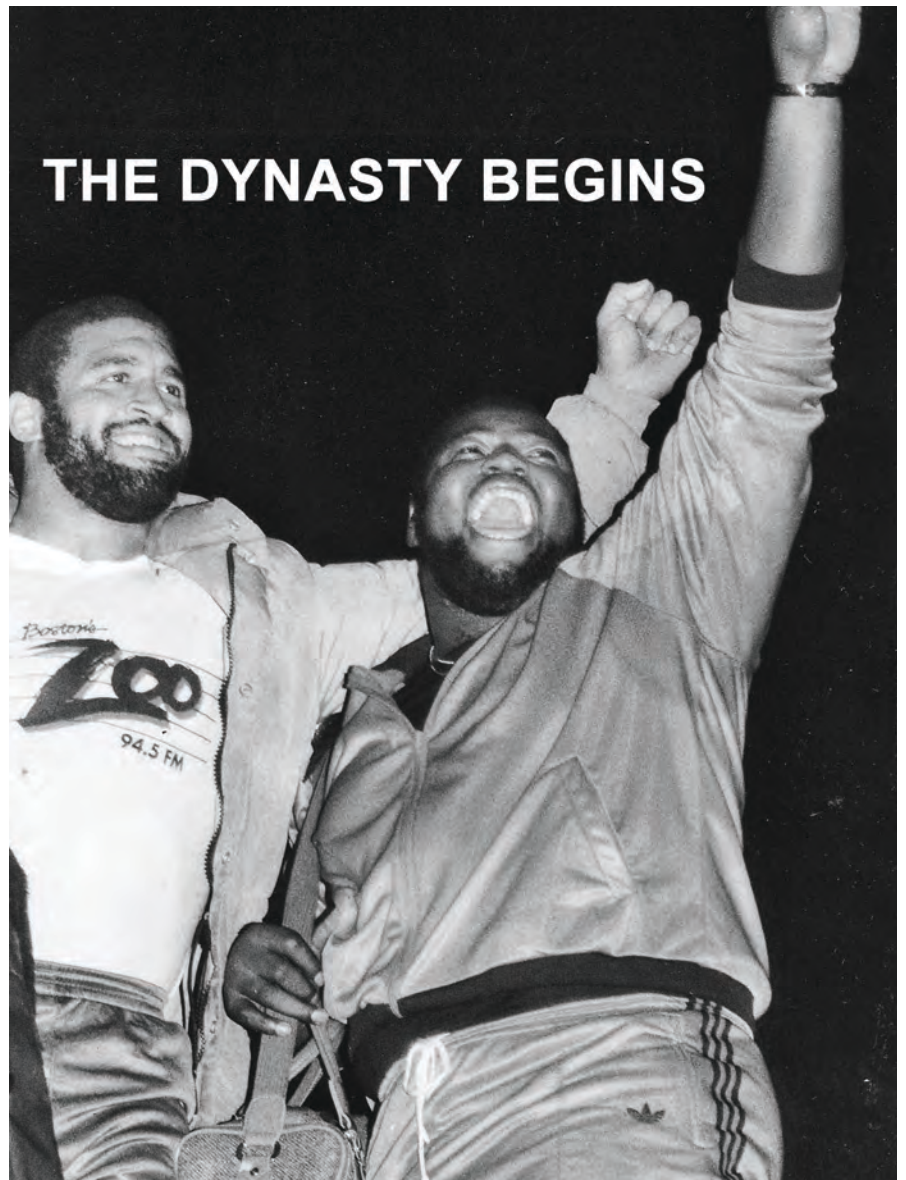


## **PARTIAL CLIENT LIST cont.**

- RELIANCE
- ROSS STORES
- ROUND TABLE PIZZA
- SAFECO
- SAFEWAY
- SAFEWAY INSURANCE
- SALOMAN SMITH BARNEY
- SATURN
- SENTRY INSURANCE
- SERVICE MERCHANDISE
- SHARED SERVICE HEALTHCARE
- SHAW GROUP
- SHERWIN-WILLIAMS
- SIEMENS
- SMARTM TECHNOLOGIES
- SPORTS LINE
- SPRINT
- STANDARD INSURANCE
- STANFORD UNIVERSITY



- |                             |                                  |
|-----------------------------|----------------------------------|
| • STAPLES                   | • THE BOC GROUP                  |
| • STARWOOD HOTELS & RESORTS | • THE HARTFORD                   |
| • STATE FARM INSURANCE      | • THE MILLION DOLLAR ROUND TABLE |
| • SUN MICROSYSTEMS          | • THE ROY FIRESTONE SHOW         |
| • SYMMONS                   | • THE TODAY SHOW                 |
| • TEXAS INSTRUMENTS         | • THE TRAVELERS COMPANIES        |
| • TEXAS MEDICAL BRANCH      | • TIME WARNER                    |
| • TEXTRON                   | • TIME WARNER CABLE              |
| • THE 700 CLUB              |                                  |

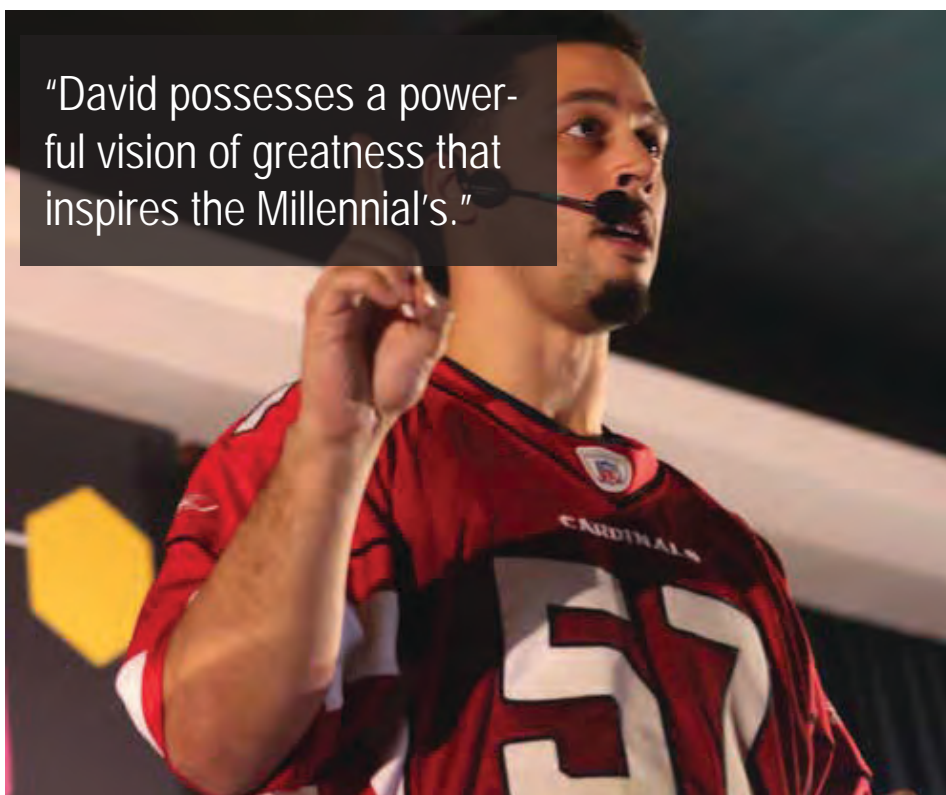


"Make Your Fans -- The Champion In "Their Story";  
-- and they will bring "Your Story" to the World.

BRIAN HOLLOWAY, PLAYMAKER



"David possesses a powerful vision of greatness that  
inspires the Millennials."





## **PARTIAL CLIENT LIST cont.**

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- **TJX**
- **TOYOTA**
- **TRAVELERS COS.**
- **TRAVELOCITY**
- **TRW AUTOMOTIVE**
- **TTX CORPORATION**
- **TYSON FOODS**
- **U.S. BANCORP**
- **UNISYS**
- **UNITED TECHNOLOGIES**
- **UNITEDHEALTH GROUP**
- **UNIVERSAL HEALTH**
- **UNO RESTAURANTS**
- **UPS**
- **US STEEL**
- **USA NETWORK**
- **VERIZON**
- **VERMONT LIFE**
- **VISA**
- **VOLPY WELTY**
- **WACHOVIA**
- **WALL STREET JOURNAL**
- **WALMART**
- **WALT DISNEY**
- **WEAVER POPCORN**
- **WELL CARE HEALTH PLANS**
- **WELLPOINT**
- **WELLS FARGO**
- **WESCO INTERNATIONAL**
- **WESTCHESTER INSURANCE**
- **WESTERN DIGITAL**
- **WESTERN UNION**
- **YALE UNIVERSITY**
- **ZLB PLAZM**





*“Help Your Teammate Win For Life!”*

*“You Must Become The Disruption In The Market!”*

*“The Greater The Adversity – The More You Win!”*

*“Everyone Must Carry THE GAME BALL To WIN.”*

*“Turn-Around!! -- THE SECRET SOCIETY.”*

**V7**

VISION

VOICE

VELOCITY

VOLUME

VALUE

VISCOSITY

VICTORY

*“Sustainable...Scaleable...Declining Margin Cost.  
Increase Shareholder Value – Win The Customer For  
Life!”*

Brian Holloway, PLAYMAKER

A cheetah is captured in mid-stride, running across a dry, dusty savanna. The cheetah's body is low to the ground, and its front legs are extended forward. The background shows a blurred landscape with dry grass and trees under a clear blue sky. The overall tone is energetic and focused.

# TEAMWORK

SPEED.  
AGILITY.  
EXECUTION.

