

# Meet the Speaker



## KATIE EASLEY

**KATIE EASLEY SALES STRATEGIST & BUSINESS DEVELOPMENT CONSULTANT**

**KATIE EASLEY** began her career in weddings in 2006. Her passion for design and celebration led her to develop her successful floral design company. She was honored in 2012 by The Society of American Florists with the title Marketer of the Year, earning her national attention through FOX News affiliates in many major markets, and propelling her towards the next phase of her exciting business journey. As a sales strategist and business development coach, Easley applies her 18 years of business experience, including work with multiple multi-million dollar clients to help dreamers and bold, creative entrepreneurs realize and exceed their goals. When Easley is not working tirelessly to help her clients pursue their dreams, she can be found relaxing on the beach, cheering for her favorite college football teams and taking pleasure finding the hidden gems of the local live music and restaurant scene.



**YEARS IN THE INDUSTRY:** 12

**MEMBERSHIPS:**  
WIPA

**RECENT TOPICS:**

Business Strategy: Brand, Sales, Growth  
Sway: The Power of Social Proof  
Pitch Perfect Sales Scripts in 5 Steps

[www.katieeasley.com](http://www.katieeasley.com)

**FAVORITE PART OF THE EVENT INDUSTRY:**

When my clients see the completed room design for the 1st time

**FAVORITE BOOK:**

*Blue Ocean Strategy*

**FAVORITE PODCAST:**

How I Built It

**FAVORITE INDULGENCE, BIG OR SMALL:**

Pretzel bread and butter

**ONE THING THAT PEOPLE WOULD BE GENERALLY SURPRISED TO HEAR ABOUT ME:**

I'm a leap year baby and people never know when to celebrate my birthday. To confuse matters further, even facebook tells half of my friends list 2/28 and the other half 3/1!

**TOP BUCKET LIST PLACE THAT I'D LIKE TO TRAVEL TO:**

Maldives

**I NEVER TRAVEL WITHOUT:**

Noise canceling headphones and a notebook