



# Cameron Herold

One of North America's Most Innovative Business Leaders



CSA Celebrity Speakers Ltd

Cameron Herold is one of North America's most innovative business leaders and visionaries. He was a leading force behind one of the most successful new business ventures of the last decade, 1-800-GOT-JUNK? which grew to over \$106 Million under his leadership. At his new venture, BackPocket COO, he continues to excel at what he knows best and loves most: helping people build exceptional companies.

**Widely regarded as an expert in growing companies, their teams and their cultures**

## In detail

Cameron was Chief Operating Officer for nearly seven years until May 2007 and his innovative business leadership helped enable 1-800-GOT-JUNK? to build a presence in 46 states, 9 provinces and 4 countries. During his tenure the company was studied by numerous MBA programs including Queen's University in Canada & Harvard. He was VP, Corporate Development at Ubarter.com, President of Barter Business Exchange and from 1994 to 1998 was VP, Franchise Development for Coast-to-Coast Franchise Services (Boyd Autobody & Glass). In 2008 he taught at two Entrepreneurial Master's Programs at MIT in Boston.

## What he offers you

In his keynote presentations he shares the ideas that have guided his company's phenomenal rise and the business practices that make it such an efficient operation with an open and dynamic corporate culture. He draws from his own experience as to how he helped grow a company from \$2 to \$106 Million in six years, with no debt and no outside shareholders. He specialises in speaking to entrepreneurs, especially for working in times of crisis. Cameron can give you the framework and proven solutions that will accelerate your revenue, build your profitability, and help you avoid costly problems.

## How he presents

Cameron shares his vast experience with passion, charisma and energy, having a significant impact on audiences worldwide. His presentations are highly memorable and truly inspirational.

## Languages

He presents in English.

## Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

## How to book him?

Simply phone, fax or e-mail us.

## Credentials

1-800-GOT-JUNK? Ranked the "2nd Best Company to Work for in Canada" - Canadian Business Magazine  
Ranked "the Number 1 Company in BC to work for", twice - BC Business Magazine

## Topics

- Building a World Class Culture
- Leadership at 100 mph: Hypergrowth Strategies That Work
- Roller Coaster Transitions: The Emotional Intricacies of Being an Entrepreneur
- Three Easy Steps to Free PR
- 10 Tips to Make Money in a Recession