

Trainer Profiles

Matthew Hill (Trainer) President of The Hill Group, has been providing sales and marketing productivity solutions to his clients for over 20 years. He is an experienced sales and marketing consultant, trainer, facilitator, and speaker. His style can be described as high energy, personable, and funny. Matt has written two books: "Trade Show Survival Guide", with over 7,000 in print and "Do It Right in Front of an Audience" published in March of 2002. Matt has presented his programs trade show and sales training programs to over 25,000 people over the past 15 years. Prior to founding The Hill Group, Matt was a marketing executive at Xerox Corporation in the Engineering and Graphic Products division. Other responsibilities at Xerox included training his team in strategic planning and problem solving. His career in sales spans over 20 years, and includes managing a four million dollar, 250 person retail merchandise operation. Matt holds a B.A. degree in Psychology from California State University, Northridge.



Candace (Candy) Adams (Trainer & Coach) is President of Trade Show Consulting in San Diego, California. Candy provides both exhibitors and associations with strategic planning and hands-on logistic services to maximize the impact of corporate event marketing. Candy served from 1995 through 1999 on the Exhibitor Show Conference Advisory Board and has been a highly rated speaker at every Exhibitor Show since 1995. She maintains five trade show industry certifications: the Certified Trade Show Marketer (CTSM) designation earned jointly through the Exhibitor Show and San Francisco State University, Certified Manager of Exhibits (CME) from the Trade Show Exhibitors Association, Certified in Exhibition Management (CEM) designation was created in 1975 to provide a professional designation for individuals in the exhibition industry, Global Certification in Meeting Management (CMM) is administered by Meeting Professionals International (MPI) and Certified Meeting Professional (CMP) through the Convention Industry Council.

Philip Roybal (Trainer & Coach) is the founder of Roybal Associates, a consulting firm specializing in the communication of ideas through presentations and trade shows. He has developed several training programs, including: Visual Persuasion – a workshop in collateral design; The Sales Game – a sales training and review tool; and How to Get the Most From Your Trade Show Investment – a workshop for trade show managers. Phil has done sales and trade show training for companies throughout the western United States. Currently, Phil also teaches a Trade Show fundamentals course for the continuing education program at San Jose State University. Prior to starting Roybal Associates, he built and managed the first marketing groups at Apple Computer. He was also instrumental in creating their technical support, product training, editorial services, product publicity, and community affairs departments, and developed leadership-training programs for Apple University. Phil has worked in sales and marketing management at Varian Data Machines, National Semiconductor, and Hewlett-Packard. He holds a B.S.E.E. in computer systems from the University of California at Berkeley.



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1127 Bentoak Court • San Jose • CA • 95129
408.257.7828 • Fax 408.257.1443 • www.hillgroup.com



James Obermayer, in demand as a consultant, speaker and writer, speaks regularly at national and international conferences and seminars, many of them annually. He also appears frequently on radio talk shows, at book signings, and at national sales meetings. Jim's speeches are tailored to each audience and situation based on prior research. His approach is motivational, pointed, occasionally controversial, and regularly humorous. He digs into the classics for inspiration, and involves the audience where appropriate. Jim has a varied background as an author (*Managing Sales Leads*, and over 50 articles), marketer (VP of Marketing), and Sales Manager (EVP of Sales). Currently Jim is President of Sales Leakage Consulting located in southern California.

Lynn Cole (Trainer & Coach) began working at trade shows in 1981. Since then, she has worked at several hundred shows in many different capacities, as a trainer, presenter and coach. She has the ability to pass her enthusiasm and knowledge along to even the most skeptical audiences. Lynn works regularly as a presenter in the trade show arena for many Fortune 500 companies. She also works for corporations such as Coca Cola, training and leading their staff through team building workshops. Previously, Lynn worked for ten years with the National Criminal Defense College, coaching lawyers on their presentation skills. She is also a free lance copy writer, specializing in commercial, radio and corporate industrial copy; as well as writing copy for web pages.



Kathleen Ronald (Trainer & Coach) is an internationally renowned motivational speaker, and founder of SPEAKtacular, "Motivation and More." She has seventeen years of experience providing custom motivational keynotes and training seminars, and is a certified Neuro-Linguistic Programmer through Tony Robbins. Her presence is electrifying, humorous and inspiring. Using comedy, she delivers a unique brand of presentations that are effective on many levels -- professional, personal, and spiritual. Her keynotes and lectures address issues that include Customer Service, Self Esteem and Cancer Survival. Her seminars produce immediate and definite results, with the audience taking away tangible tools for success. Most recently, Kathleen is a co-founder of W.I.N. (Women In Networking,) a regional Silicon Valley networking organization dedicated to providing resources for the area's burgeoning women's business community. She also founded Fortune 10/10, an investment group.

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