

Jeffery Tobias Halter

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Jeffery Tobias Halter is Director of Diversity Business Development at The Coca-Cola Company. He is also the author of the book *Selling to Men, Selling to Women* & President of Fushian LLC. He has worked for more than 25 years in Sales, Management, Marketing, Leadership Development and Diversity Education & Strategy with Alberto Culver, Proctor & Gamble and The Coca-Cola Company. He is a Master Certified Trainer and holds certifications in over 10 different development areas including Performance Management, Coaching & Feedback and Multiple Sales Technologies. A featured keynote speaker, his work regarding gender differences in the sales process and book were recently quoted in Tom Peter's new work *Xellence Always*.

Jeffery is also active in the development of women in leadership. His most recent presentation, *Engaging Male Champions through Strategic Partnerships* was presented at The Conference Board's Women in Leadership Program in May. He sits on the national Advisory Boards for Women's Food Service Forum (Executive Programming), Linkage Inc, (The Summit on Leading Diversity and Women in Leadership), and the National Society for Diversity in Sales & Marketing.

Beginning in October 2006 he became a contributing writer on gender differences in the workplace in the Mars2Venus column for Pink Magazine and is also a contributing writer to the Tom Peters Times!

Jeffery did his Undergraduate work at the University of Wisconsin in Marketing and has a Masters from Georgia State University in Instructional Technology and Adult Education. He has taught Business Communications at Georgia State University and been a Guest Lecturer at The Goizueta School of Business at Emory University. He is married and has two college aged children.

You may access his website at: www.sellingtomensellingtowomen.com