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News

University News & Information

[Admissions & Aid](#)

[Majors & Colleges](#)

[Research](#)

[Alumni Community](#)

[Campus Life](#)

[Athletics](#)

[About](#)



FOR IMMEDIATE RELEASE

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Nationally Recognized Organizational Expert Keith Ferrazzi to Deliver Commencement Keynote Addresses June 14 and 15 at Cal Poly

SAN LUIS OBISPO — Keith Ferrazzi, an expert in organizational change and relationship development, will speak at Cal Poly's two commencement ceremonies scheduled for Saturday and Sunday, June 14-15, in Spanos Stadium.

Ferrazzi is founder and CEO of Ferrazzi Greenlight, a Los Angeles-based strategic consulting firm that focuses on the importance of building positive relationships for personal and business success. Ferrazzi is renowned for transforming behaviors that block global organizations from reaching strategic goals into new habits that increase shareholder value.

The firm's Greenlight Research Institute has proven the correlation between practices that improve relationships and business success, particularly in sales performance and team effectiveness in an increasingly virtual world.

Ferrazzi is the author of The New York Times bestsellers "Who's Got Your Back" and "Never Eat Alone." He was the youngest person to make partner and hold the position of chief marketing officer at Deloitte Consulting, where he raised Deloitte's brand recognition from lowest to a primary position, spurring the highest growth rate in the industry.

Ferrazzi is known as one of the world's most dynamic, influential and engaging speakers. He has appeared on the Larry King Live Show and the Today Show and has contributed to CNN, CNBC, Forbes, Inc., Business Week, The Wall Street Journal, and the Harvard Business Review.

Ferrazzi has offered tremendous support to the Cal Poly community. He designed the CalPolyCONNECT experiential learning program to help undergraduates succeed in their careers, build meaningful relationships, and establish financial independence. Cal Poly launched the inaugural CalPolyCONNECT program this year.

Cal Poly will confer degrees on about 4,200 graduates June 14 and 15. The theme for commencement this year is "Mustangs Forever." For more information about spring commencement, visit www.commencement.calpoly.edu.

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