**Roger Grannis**

**Bio**

Roger Grannis is a sales communications expert and professional speaker. For more than 30 years, Roger has helped organizations of all sizes increase revenue, improve client satisfaction, and launch new programs with great success.

Before founding GrannisGroup, in 2004, Roger spent seventeen years at Gartner, the world’s leading technology advisory firm. During his tenure, he built the firm’s Sales Training Academy, helping grow revenues from $32 million to $850 million.

Known for his energy, relatability, and humor, Roger is a TEDx speaker, the past president of the New England chapter of the National Speakers Association, and author of The Yellow Cake Principle: Your Recipe for Influence and Success.