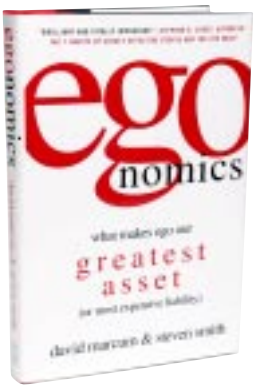
david marcum
biography

Marcum has spent the past ten years exploring how great leaders use ego differently than others—how they work, think, collaborate, and who they are. The result of his work, *egonomics: what makes ego our greatest asset (or most expensive liability)*, is published by Simon & Schuster. Dave has invested more than a decade into the topic and trying to reinvent the way people work. His previous work has been published in 18 languages and 40 countries.

Marcum's writing, speaking and business ideas have received acclaim from Stephen Covey, Warren Bennis, and embraced by such client organizations as Accenture, EDS, Microsoft, U.S. Air Force, Sun Health and Discover Card. Dave has vast experience in complex sales and consulting, decision-making and leadership, and his work has been featured by *The San Francisco Chronicle*, *The Arizona Republic*, CBS Marketwatch and Radio Network, *Cincinnati Enquirer*, and Canada AM. His success comes from his effort to help companies:



- build an open-minded culture where change isn't resisted, and business agendas aren't overshadowed by personal agendas
- maximize individual talent and organizational strengths by drawing on the strengths of ego and minimizing its weaknesses through humility, curiosity and veracity
- cultivate a climate safe enough to share water-cooler honesty during meetings, rather than after—or never
- effectively deal with the egos of others when it's hurting performance
- create intense business debate with the intention of progress without the drag of conflict and argument

His business concepts and book have been adopted by several universities across the country as an example of what the real business world is about. He is a founding partner of the management training and consulting firm MarcumSmith, LC.

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