

Dezmon Landers

Entrepreneur – Youth Advocate – Public Speaker



Young, ambitious, and passionate about his endeavors, Dezmon Landers is a multi-faceted, rising star. As a high school student, Dezmon had the opportunity to engage in collegiate affairs, philanthropic opportunities, and professional development through The Ohio State University Upward Bound Program. His early access to higher education equipped Dezmon with the cultural practices needed to take full advantage of resources provided at colleges and universities. Receiving his Bachelor of Science in the research and practical intensive Ohio State Financial Management program has equipped him with the specific and transferable skills premier corporations demand from candidates. Dezmon excelled in his courses, many which were in the world renowned, and highly competitive Fisher College of Business at The Ohio State University. At the time of graduation, Dezmon had **fifteen job offers** from esteemed Fortune 500 corporations. Although a recent graduate, Dezmon amassed over four years of corporate work experience nationwide and abroad with esteemed, Fortune 500 corporations such as Limited Brands, Johnson & Johnson, Nationwide Insurance, and Goldman Sachs. **In 2007, Dezmon was one of only two candidates in the United States chosen to work for Goldman Sachs International in London, England.**

Dezmon's love for entrepreneurship and the internet put him in position to consult with four financially successful internet startups including GotCast.com in the areas of technology, marketing and business development. Dezmon is the founder and CEO of Simplified.com. Simplified is the **nation's largest web community** of financially motivated individuals and qualified financial representatives. Simplified enables individuals to manage their finances more effectively through free financial applications, fresh financial content, and facilitates access to qualified financial representatives in their area.

The numerous academic accolades and professional recognition bestowed upon Dezmon are a reflection of his sound leadership skills, dedication to scholarship, and commitment to the field of business. A passionate advocate for youth and financial literacy, **Dezmon has been requested to visit Capitol Hill on multiple occasions to advise Congress on these matters and is one of the youngest professionals ever to do so.** Dezmon is a three-time **L.I.N.K.S Scholar** and was nominated as the **2006 Columbus Realist Association Scholar of the Year.** That same year, he placed in the top ten at the **International Undergraduate Business Plan Competition** held at Ball State University. In 2004, Dezmon received the honorable distinction of **Student Entrepreneur of the Year Award** from the *Association of Black Leaders in Entrepreneurship*. Moreover, to augment his undergraduate education and to hone in on his leadership and finance skills, Dezmon has graduated from notable, competitive national programs such as **The Harvard Business School Summer Venture in Management Program** in Boston, **The Senator Ray Miller Institute for Leadership and Change**, and **The Monster Diversity Leadership Program** in Los Angeles.

With his savvy personal skills, Dezmon has been able to adapt to multiple environments and to create an extraordinary network of educational, political, and business leaders. As it is in his caring nature to "give back" to the community, particularly extending a hand to the younger generation, Dezmon shares his wealth of educational, professional, and personal experiences through public speaking. His speaking vitae includes, but is not limited to, serving as keynote

Book Dezmon to speak today!
Email: dezmonspeaks@gmail.com
Phone: 614-626-4637

speaker for ***The Ohio State University Black Graduation***; facilitating entrepreneurship and financial workshops for the ***Iota Phi Theta Fraternity Inc., The Annual Entrepreneurship Workshop*** at The Ohio State University; and speaking on leadership matters at the ***Success Is In Your Hands Leadership and Development Conference***. One of his most challenging, yet rewarding engagements is serving as a speaker at the ***2008 Ohio Policy and Leadership Forum*** and a consultant to over **seven hundred** state of Ohio teachers, government representatives and business executives for the development of business education curriculum for Ohio public schools.

With a genuine passion in the fields of business, technology, personal finance and community service, Dezmon is sure to leave a lasting impression. Although a young professional, he is already forging a name for himself in the business, technology and financial community nationwide. His humility, commitment to professionalism, willingness to serve, transformational leadership qualities, and impeccable communicative skills make him a force with which to be reckoned.

Please view the following information for Dezmon below:

- Endorsements
- Speaking Topics
- Speaking Vitae (Speeches to date)
- General Fee List

What proven leaders are saying about Dezmon...

“Dezmon is a highly advanced young businessman. His oratory skills are impressive and he is skilled at communicating his message to varying demographics in a meaningful way. His understanding of technology, entrepreneurship and personal finance are amazing. He is a great person to be around, not only caring about business but more importantly caring about servant leadership to his peers and community.”

Archie Griffin, Two-Time Heisman Trophy Winner | President OSU Alumni Association

“Dezmon represents the next generation of successful entrepreneurs, combining a strong educational background with the real world experience of both small and big business. Very few entrepreneurs can translate high level business strategies directly into tactical implementations that actually work, yet this is where Dezmon excels. His expertise and raw talent are what most competitors’ fear, which is why I’m most excited to be working on his side of the table!”

Wil Schroter, Author, Forbes Syndicated Columnist and CEO | GoBigNetwork.com

“Knowing Dezmon for 3 years, I have seen this young, bright, and ambitious young man possess leadership skills that are usually seen by leaders with 20+ years in the business. Dezmon’s drive and determination is second to none and it is very evident to me that we are witnessing the incubation of one of the greatest leaders America has ever produced.”

Richard C. Wheelless, President & CEO | InsightETE

“Dezmon is a young man who is a natural leader, and this is revealed as a trusted business ally and as a confident public speaker. I am most impressed by his understanding and activity to engage proven business leaders, discover opportunities and determine his own path. I have also been impressed by his willingness to focus on his role in the technology community as compared to his role in a particular business.”

Book Dezmon to speak today!
Email: dezmonspeaks@gmail.com
Phone: 614-626-4637

Steve Gruetter Director | Platform Lab

"Dezmon is a well respected and highly regarded individual who is developing a strong reputation on the speaker circuit as an entrepreneur and motivational speaker. He has presented before Senators and Congress on the issues of financial illiteracy and budget adjustments. With Simplified.com, Dezmon has proved that he has performed deep research on the issues and challenges surrounding personal finance and the economy both from a personal and a technical perspective. He has shown great initiative to provide individuals with the tools and solutions to manage their finances better. Simplified.com is the vehicle that will effect change in the personal debt landscape, and I have no doubt that Simplified.com has the formula to succeed."

Ibrahim Mohammed, Expert Technologist | Goldman Sachs

"Dezmon is reliable, full of positive intent, and holds himself accountable for his actions. He is able to maintain a vast network of resources in the workplace and in the community, because his communication skills are superb and he really means what he says, Dezmon is an outstanding young man filled with promise and entrepreneurial spirit and I know he is destined for great things in the future."

Jason Brazwell, IT Resource Allocation | Limited Brands

"Dezmon's ability to communicate thoughts and concepts with exceptional clarity and social maturity are exceptional to most entrepreneurs his age. Dezmon is a self-starter with a clear vision for where he wants to be in life. His work ethic is likely to ensure his entrepreneurial success."

Daniel C. Moss, Vice President | HBCU Connect, LLC

Speaking Topics

Entrepreneurship

Preparation Meets Opportunity: Seizing an entrepreneurial opportunity when the time is right

Description: Is an opportunity presenting itself and you're not sure whether to take the plunge? Have you always known that you wanted to be an entrepreneur but were unclear about how to become one? *Preparation Meets Opportunity* enables you to learn about each phase of the entrepreneurial process and tells you what pitfalls to avoid.

You will learn how:

- Discovering your true passion is key to being an entrepreneur
- Take a thought from idea to product
- Conduct quality market research that gets you real results
- Build a team to supplement your weaknesses
- Selling your product to people that can help you, even before its built
- Executing and celebrating small wins

Financial Management

Financial 411: Paying yourself now to ensure your financial future later

Book Dezmon to speak today!
Email: dezmonspeaks@gmail.com
Phone: 614-626-4637

Description: Did you know that people pay \$18 Billion in overdraft fees annually? Are you in debt and unsure how to get out of it? Have you been affected by the volatility of the sub prime lending markets? *Financial 411* simply outlines the ways in which you can budget, track cash flow and understand your financial health better.

You will learn how:

- Create a budget that you only have to check once per month
- Understanding the importance of cash flow management
- Optimizing your ability to own assets and decrease liabilities
- Paying yourself first can guarantee you millionaire status in your lifetime

Selling Yourself

Be Seen and Heard: Separating you from competition in the job market

Description: As the world becomes globally intertwined, competition in every employment market becomes fierce. *Be Seen and Heard* shows you how to separate from the competition. By focusing attention on the unique skills and achievements you currently possess, employers will be unable to bypass not only your resume but your professional presence.

You will learn how:

- Finding what you love directly correlates with employment success
- Why emulating successful people doesn't distinguish you from your peers
- Communicating more effectively to employers will yield better results
- Secrets to mastering the intangible principles of getting the job

Internet Marketing

Love at first click: Obtaining more paying customers from the internet

Description: Did you know that according to the Netcraft Web Server Survey there are 109 million websites on the Internet? How will you stand out in this vast pool of information and business? *Love at first click* shows you valuable secrets to jumpstart your internet sales and make visitors love and buy from your website.

You will learn how:

- The Internet works
- Myths of Internet Marketing
- Write quality advertisements
- How to get paying customers to your website for FREE
- Understanding the importance of how tracking increases your sales
- To decide what resources are going to give you the best ROI

Book Dezmon to speak today!
Email: dezmonspeaks@gmail.com
Phone: 614-626-4637

Speaking Vitae

Entrepreneur – Youth Advocate - Public Speaker

Date	Event	Place	Type	Speaking Role / Topics
06/16/08	Micro Business Club	Westerville Community Center Westerville, Ohio	Seminar	Speaker: How to build a successful startup company with minimal resources.
05/18/08	L.I.N.K.S Scholarship Ceremony	Hilliard Darby High School Columbus, Ohio	Ceremony	Speaker: Using the power of “I Can” to achieve individual and societal goals.
04/08/08	The Pell Institute Speaker Series National Financial Literacy	Capitol Hill - Washington D.C.	Seminar	Panelist: Advised Congress on the importance of publicly available financial literacy programs. Raised awareness of the struggles of low income families and students.
03/24/08	Todd Bell National Resource Center on The African American Male Luncheon	Hyatt Regency Columbus, Ohio	Luncheon	Speaker: Spoke on the importance of additional support mechanisms needed for African American Males in 4 year collegiate institutions.
03/09/08	COE 28 th Annual Policy Seminar	Capitol Hill - Washington D.C.	Conference	Speaker: Advised and lobbied Congress on the issues of importance for the TRiO program nationwide. \$120 million in additional adjustments requested.
02/19/08	2008 Ohio Policy and Leadership Forum	Hyatt Regency Columbus, Ohio	Forum	Panelist: The challenges of entrepreneurship.
01/23/08	Central State University African American Male Leadership Institute	Central State University Xenia, Ohio	Conference	Speaker: Importance of understanding personal finance and entrepreneurship.

Book Dezmon to speak today!
 Email: dezmonspeaks@gmail.com
 Phone: 614-626-4637

11/15/08	The Ohio State Alumni Association 1950's college reunion	The Ohio State University Columbus, Ohio	Program	Speaker: Recap of changes at The Ohio State University in the last 50 years.
10/25/07	Ohio Association of Chiefs of Police	Holiday Inn Hotel Columbus, Ohio	Forum	Panelist: Discussing the misperceptions of different races and creating solutions to handle cultural differences in a better way.
08/31/07	Fortune 50 Financial Services Firm	London, England	Corporate	Presenter: How managing technology inventory can give financial services firms a competitive advantage.
05/14/07	L.I.N.K.S Scholarship Ceremony	Hilliard Darby High School Columbus, Ohio	Ceremony	Speaker: How high school students can overcome opposition put on by peers and make it to college.
03/16/07	The Ohio State University Black Graduation	The Ohio State University Columbus, Ohio	Ceremony	Keynote: Motivated new college graduates that they can make a positive impact on their community and the world.
12/02/06	Walter Smith – Street Soldiers, Connecting youth to college	107.5 Radio Station Columbus, Ohio	Radio	Guest Speaker: Described the importance of going to college and post graduate education.
11/02/06	WOSU – Education and the African American Male	WOSU Columbus, Ohio	Television	Guest Speaker: Talked about the struggles of getting to college and overcoming obstacles. Provided tips on how students can be successful.
10/26/06	Black Association of North Campus Students	The Ohio State University Columbus, Ohio	Presentation	Presenter: Described the principles and techniques it takes to start a business.
09/19/06	The Ohio State University Incoming Freshmen Program	The Ohio State University Columbus, Ohio	Ceremony	Speaker: Motivated freshman college students to take college on and become better than peers with their grades, professionalism and spiritualism.

Book Dezmon to speak today!
Email: dezmonspeaks@gmail.com
Phone: 614-626-4637

08/31/06	Fortune 50 Financial Services Firm	New York, New York	Corporate	Presenter: Advised a top financial services firm on how they could use deduplication storage technology to reduce spending on virtual storage machines.
05/14/06	L.I.N.K.S Scholarship Ceremony	East High School Columbus, Ohio	Ceremony	Speaker: How high school students can overcome opposition put on by peers and make it to college.
03/25/06	International Undergraduate Business Plan Competition	Ball State University Muncie, Indiana	Competition	Presenter: Presented business plan to top investors nationwide including some executives of the NASDAQ .
03/19/05	Iota Phi Theta Entrepreneurship Workshop	The Ohio State University Columbus, Ohio	Presentation	Presenter: Speaking about the challenges of entrepreneurship and how to overcome them.
05/19/04	Association of Black Leaders in Entrepreneurship, Business Plan Competition	The Ohio State University Columbus, Ohio	Competition	Presenter: Presented business plan to area investors. *Competition winner
02/19/04	Success Is In Your Hands Leadership and Development Conference	The Ohio State University Columbus, Ohio	Conference	Presenter: How to manage your finances while pursuing an entrepreneurial venture.

Book Dezmon to speak today!
Email: dezmonspeaks@gmail.com
Phone: 614-626-4637

Dezmon Landers

Fee List - General

Dezmon Landers is available for keynote speeches, presentations, seminars and workshops worldwide. He is also available to act as Master of Ceremonies or Panel Participant.

Type	Cost	Time
Speaking		
<u>Keynote Presentation</u>	\$5,000	1 hour
	\$7,500	2 hours
<u>Workshops & Seminars</u>	\$1,500	3 hours (Half Day)
	\$4,500	6 hours (Full Day)
<u>Panel Participant</u>	\$2,000	2 hours
<u>Consulting</u>	\$600	3 hours (Half Day)
	\$1,100	6 hours (Full Day)
Travel and Expenses		
<u>Flat Fee:</u>	\$2,600	Includes: Round trip airfare, accommodation, ground transportation and \$200 a day per diem for meals.* (Manager Travels with Dezmon)
Educational Materials		Media Type
<u>Preparation Meets Opportunity</u> Seize and take advantage of entrepreneurial opportunity when the time is right.	\$14.99	E-Book
<u>Financial 411</u> Paying yourself first to ensure your financial future.	\$14.99	E-Book
<u>Be Seen and Heard</u> Separating you from competition in the job market.	\$14.99	E-Book
<u>Love at First Click</u> How to obtain more paying customers from the internet.	\$14.99	E-Book

***Note: The fees below are current through January 1st, 2009.**

Book Dezmon to speak today!
 Email: dezmonspeaks@gmail.com
 Phone: 614-626-4637