

DIFFERENTIATE, DEFINE VALUE, AND DRIVE GROWTH

with Keynote Speaker John Ravaris

John equips businesses to define what makes them unique, align marketing and sales, and build growth-enabled organizations that endure.



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Neither your industry nor your competition defines your business or the value it creates, only you can do that.”

— John Ravaris

John Ravaris is the founder of UVPsolutions™, creator of the proprietary 4D Roadmap™, and the author of the book *Define Value, Drive Growth*.

- ▶ With more than 35 years of leadership experience across marketing, sales, and strategy, John has worked with in manufacturing, distribution, and service industries, primarily inside family-owned businesses.
- ▶ Recognized for his ability to turn fragmented insights into clear, actionable strategies, John delivers engaging, high-impact presentations that inspire leaders to think differently about organizational purpose, value creation, and growth enablement.

Testimonials

Chris Mundschenk, Executive Director, Smithbucklin - *"In my role as executive director I see a lot of speakers and John is certainly one that I would recommend."*



Gino Wickman, author of *Traction* and *Shine*, Creator of EOS® - *"An impressive deep dive into defining the soul of your company and how to communicate it to the world."*