

# The Alan Katz Group

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## Speaker Biography

**Alan Katz** is a highly respected speaker and writer on issues ranging from sales and marketing to strategic planning to health care reform. Alan is the author of *Trailblazed: Proven Paths to Sales Success* revealing the perspectives, processes, and procedures professional producers use to achieve substantial sales growth. His consulting firm, the Alan Katz Group, specializes in providing sales development and business strategy support to enterprises both large and small.

Alan has led sales teams to exceptional results for enterprises ranging from start-ups to publicly traded corporations. As a senior vice president for sales at WellPoint his creative approach to sales and sales technology was instrumental in the company being named one of “America’s Top 25 Sales Forces” by *Sales & Marketing Management* magazine.

A past President of both the California and the National Associations of Health Underwriters (NAHU), Alan has testified on health care reform on behalf of Health Underwriters before Congressional and state legislative committees. He was named the state association’s Member of the Year in 2000 and 2007 and received NAHU’s highest honor, the Harold R. Gordon Memorial Award as Health Insurance Person of the Year, in 2003.

Alan writes a popular and award winning blog on health care reform ([www.AlanKatz.WordPress.com](http://www.AlanKatz.WordPress.com)) and a monthly column on sales strategy for *Benefits Selling* magazine.

Outside of the insurance industry, Alan served as an investigating attorney with the U.S. Securities and Exchange Commission, Chief of Staff to California’s Lt. Governor and a member of the Santa Monica City Council. Alan received his J.D. from the University of California at Davis, a Masters in Urban Studies from Occidental College in Los Angeles, and his B.A. from UCLA.