

---

# Speaker Portfolio

Larry R. Samuelson  
The Samuelson Company LLC

---

- *Executive Coach and Trusted Advisor to Mid-Market Business Owners and Senior Executives*
  - *Leadership Strategy and Development*
  - *Consultant and Advisor to the Automotive Aftermarket Parts Industry*
- 



## **CONTACT**

### **Larry R. Samuelson**

The Samuelson Company, LLC  
210 Interstate North Parkway, Suite 150  
Atlanta, Georgia 30339  
770-989-7035 (office)  
678-642-3756 (cell)  
[larry@thesamuelsoncompany.com](mailto:larry@thesamuelsoncompany.com)

---

## Professional Profile

**Larry R. Samuelson** is an accomplished executive who, in various roles and divisions as a President, COO and CEO, led one of the largest companies in the automotive after-market parts industry and provided the strategy to restore growth and profitability to hundreds of business owners in his firm's network of businesses.

As founder and President of **The Samuelson Company LLC**, a business strategy and executive coaching firm, Larry provides specialized executive consultation and advice, in trusted confidence, to mid-market business owners and senior executives. Larry devotes his time and passion to help these mid-market executives and owners grow their business to the next level, recapture the excitement that fueled the start of their business, or sell their business when appropriate.

Prior to founding The Samuelson Company, Larry successfully led the largest division of Genuine Parts Company (GPC), The NAPA Automotive Parts Group (NAPA), and NAPA Canada as President or CEO of these premier North American automotive parts distribution and retail companies. During his 35 year tenure, he demonstrated an acumen and expertise for startup operations, successful turnarounds and realignments, and effective divestiture and growth of businesses. His leadership savvy has produced an impressive portfolio of experience developing and implementing key strategies and initiatives that delivered sustainable growth and profitability.

It was at GPC/NAPA that Larry extended his leadership skills to provide the strategy to restore growth and profitability to hundreds of NAPA business owners. With a passion for developing and facilitating the potential of his GPC/NAPA management teams, Larry initiated and championed an aggressive performance management program to help his teams build executive leadership skills, prepare for additional responsibilities, and identify opportunities to increase profitability. In addition to his executive roles, Larry also

served as Vice Chairman and Board Member of United Automotive Parts (a subsidiary of GPC) and as a Board Member of NAPA.

Larry continues to be an independent advisor and consultant to the Automotive Aftermarket Parts industry and is a sought after professional motivational speaker for professional and educational conferences, seminars, panel discussions, meetings, and corporate events for a variety of industries. With a genuine verve and impassioned energy and style, Larry shares his keen insight-- garnered from over 35 years of business and executive experience--into both the lessons learned and the creative strategies that help form companies and prepare leaders for success. His successful record running large corporations and developing executive management teams provides practical and best-practice ideas of significant value for the leaders, executives, and owners of businesses today. Larry also is the *Executive in Residence* for Emory University's Executive MBA program in Atlanta, Georgia.

Larry graduated from DePaul University in Chicago with a B.A. in Economics. Financing his education through fulltime employment selling the "Great Books of the Western World," gave him the drive and purpose to always challenge himself to do more, to *dream big*, and to achieve those dreams. Larry and his wife, Dianne, have two children and reside in Atlanta, Georgia. For more information and a detailed account of speech topics by Larry Samuelson, visit:

[www.TheSamuelsonCompany.com](http://www.TheSamuelsonCompany.com)

### Contact:

Larry R. Samuelson  
The Samuelson Company LLC  
210 Interstate North Parkway, Suite 150  
Atlanta, Georgia 30339  
770-989-7035-office  
678-642-3756-cell  
[larry@thesamuelsoncompany.com](mailto:larry@thesamuelsoncompany.com)

## Current Speech Abstracts

### **"Leadership in Difficult Times"**

*Audience: Corporate & Entrepreneur Business Groups, MBA/University Business Students*

*Abstract:*

Through real-world and relevant examples, Larry Samuelson brings clarity to the distinction between what it means to "lead" versus what it means to "manage." These are very different concepts and fully appreciating them is critical to the success of individuals and organizations. Leadership is not managing a process; it is influencing and securing trust, respect, and assurance with your team and peers.

### **"Understanding the Value of a Consistent Corporate Culture"**

*Audience: Corporate & Entrepreneur Business Groups, Senior Managers (given to audiences in US and Canada)*

*Abstract:*

In his 35 year career, which included being a President and also a CEO of various business divisions, some as large as 18,000 employees, Larry Samuelson also had the unofficial title of "chief motivation officer." Knowing that the culture of a company can make or break a company's success, Larry shares the dynamics which comprise winning teams and the systematic approach to building a championship culture. By learning and living a corporate culture and through a winning combination of shared values and core competencies such as – Professionalism, Leadership, and Integrity – every member of a company is poised for and contributes to a company's collective success.

### **"Dream Big: The Power of Partnership"**

*Audience: Entrepreneurs, Start-up and Established Executives (spoke to entrepreneur audience of 14,000 in Las Vegas, NV)*

*Abstract:*

Larry truly speaks from experience when he says: "Dream Big!" This is in the motto of The Samuelson Company, LLC – "Dream big...we'll help you get there!" In this presentation, Larry talks to entrepreneurs and business owners about the thread that connects us all in this country: the power to dream, to lift our head to the stars and to imagine the life we want for ourselves and our families. This same power to dream is what has motivated every entrepreneur who has ever looked to his future and said: "I can do anything I put my mind to!"

Entrepreneurs and small business owners are the heart and soul and future of America. Larry motivates his audience by providing great examples of not only of the entrepreneurial spirit in action, but the power of partnerships and the good business sense necessary to be successful. Larry continues with constructive tips for facilitating big dreams and recapturing their essence when they go awry. This speech is a great inspirational topic for anyone who owns their own business or wants to someday. Put those big dreams into motion!

### **"Good Advice I Never Got"**

*Audience: Mid-level Executives and MBA University Students*

*Abstract:*

In this speech, Larry gets right to the heart of the matter of taking destiny by the reigns. Throughout our careers, there are things that make us successful, but there are also things we didn't do, or learn, or know until later in our career, that would have helped propel us more quickly and definitively on our chosen paths. Larry's audiences have told him that it is unusual for a president and CEO to admit that he is not infallible and this is perhaps the source of the power of this speech. A president or CEO is like anybody else with the same hopes and fears and realizations that they might not have been or be as smart or capable as a title suggests. Larry shares lessons learned about when, where and from whom to seek advice, and at what junctures in your career to do just that, to grow further both personally and professionally. Opportunities to expand your knowledge and network with leaders who can make a difference in your career are right around every corner.

## **"The Power of Many" aka "Game Changer"**

*Audience: Management of any level, Business Owners, Senior Executives, Entrepreneurs*

*Abstract:*

More than half a century ago, the president of a corporate giant famous for its brands, declared it was not the firm's brands but its people that made it a great and enduring success. Today, people remain the most powerful and sustainable differentiator between competing companies. In this motivating and highly relevant presentation, former NAPA President, Larry Samuelson, discusses the critical importance of businesses making the most of their people. Larry shares 5 winning strategies for making that happen. He also reveals the impending threat and opportunity of America's future labor crunch. This speech is valuable for leaders at every level, from entry-level management to corporate presidents, and it is especially relevant in times of economic and business uncertainty.

## **"Forty Successful Years"**

*Audience: Business Owners, Senior Executives, Entrepreneurs*

*Abstract:*

In this presentation, Larry Samuelson, the successful president of two unique billion dollar corporations, shares his perspective on: "What would I do again? What should I have done earlier? What should I not have done at all?" Many executives learn great lessons throughout their career that could have been applied much earlier. It's unfortunate that much of this great wisdom and learning over time is not added to executive skill-sets until it's almost too late to do anything about it. Many of the lessons that Larry learned fall into this category. He has some important thoughts and suggestions an executive or business owner can apply much earlier in their career that will make a significant difference. Plus, Larry's list of lessons learned can be utilized for both personal and professional growth.

## **"If You Always Do What You've Always Done"**

*Audience: Business Owners, Senior Executives, Entrepreneurs*

*Abstract:*

In today's business climate, doing what you've always done will not get you what you always expected; it will get you less. Business, the economy, and the world are moving so fast that the things we've always done, that we have always been able to do and to count on for a given level of return, will give us less and in some cases much less in today's business climate. This is an impassioned plea for change, the importance of change, and the idea that if it's not broken, you should break it. This speech is about identifying the ways to ensure that your company and you will remain vital and relevant five, ten, even twenty years into the future. This is a very thought-provoking subject and important to anyone running a business or even a small department.

## Additional Speech Topics

<b>Topic</b>	<b>Purpose</b>	<b>Audience</b>	<b>Location</b>
<b><i>What It Takes to be an Achiever</i></b>	Incentive trip for general managers	30 GMs and spouses	Palm Beach, FL
<b><i>Doing 1% More</i></b>	VP Sales Managers, Group Store Managers	125 senior managers and spouses	Scottsdale, AZ
<b><i>Strategy vs. Execution: Which is More Important</i></b>	Kickoff speech re: first time strategy and development	35 most senior managers	Atlanta, GA
<b><i>Building a Great Business</i></b>	NJAPA business owners with best results	350 owners & spouses	Mexico
<b><i>The Best of the Best</i></b>	President's Award Dinner (best combined business unit)	150 managers, employees & spouses	Chicago, IL
<b><i>The Right Inventory, the Right Place, the Right Time</i></b>	The importance of the right inventory investment at point-of-sale	200 senior automotive industry leaders' "Global Symposium"	Chicago, IL
<b><i>Business Results Overview</i></b>	Combined results review	Board of Directors	Atlanta, GA
<b><i>Why Are You Here?</i></b>	Key store owners meeting	35 key owners	Atlanta, GA
<b><i>Why HR is Business Success Critical</i></b>	Keynote Human Resources VPs' annual meeting	75 HR executives	Atlanta, GA
<b><i>Why You Were Selected</i></b>	New HR Managers' annual meeting	20 new HR managers	Atlanta, GA
<b><i>The Future of Our Company</i></b>	Executive Development Seminar	30 high potential executives	Atlanta, GA
<b><i>What's Important Now</i></b>	Opening Remarks at NAPA Fall Sales Meeting	500 mid- and senior-level managers	Atlanta, GA
<b><i>Marching Orders</i></b>	Closing Remarks at NAPA Fall Sales Meeting	500 mid- and senior-level managers	Atlanta, GA
<b><i>Dream Big! ... We'll Get You There.</i></b>	NAPA EXPO opening remarks	14,000 customers & owners, employees	Las Vegas, NV
<b><i>You Have the Skills, Finances and Desire – What Will You Do With Them?</i></b>	NAPA EXPO closing remarks	14,000 customers & owners, employees	Las Vegas, NV
<b><i>Nothing Happens Until a Sale is Made</i></b>	Opening Speech – national sales meeting for all NAPA sales representatives	600 sales reps	Dallas, TX
<b><i>We Can Be Proud of This Year!</i></b>	Opening Speech – NAPA Annual Meeting	450 executives & sales managers	Atlanta, GA