

JIM WELCH

Developing People To Grow Your Business

25 Years Marketing and Leadership Experience

Jim has owned his own business and has been actively working with Equipment Dealers and Ag related businesses for over 10 years. Jim is now also working with the Dealer Institute as a trainer and consultant for marketing and leadership development. He is one of the trainers for the Dealer Management classroom course.

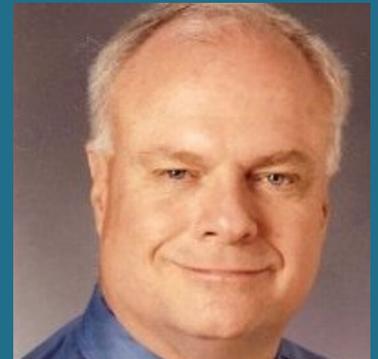
Jim has ran his own business for the past decade. The Growth Leader, Inc. helps companies develop their organizational leaders and businesses and has consistently ranked in the top five percent of Gallup survey scores of engaged employees who want to succeed at all levels.

Jim's book, "GROW NOW – 8 Essential Steps to Flex Your Leadership Muscles" has made book appearances on Lifetime Radio Network, The Voice of America, and The Oprah & Friends Radio Network. Before The Growth Leader and "Grow Now",

Jim had over 25 years of marketing and leadership experience working for Hallmark and Proctor & Gamble. Jim was elected by Hallmark's Board of Directors to the position of Chief Marketing Officer responsible for brand strategy, portfolio management, advertising, promotion, the Hallmark Hall of Fame, market research, Hallmark.com, licensing, partnerships, retailer marketing and customer loyalty programs. Jim and his teams created compelling and innovative initiatives with key partners including the Hallmark Gold Crown independent store network, Wal-Mart, Walgreens, CVS, Disney, Mattel, Warner Brothers and many others.

Why Dealer Institute?

WEDA Dealer Institute programs are entirely dealer-focused and aimed at helping dealers tackle their industry-specific business challenges. The Dealer Institute is the trusted resource for dealers looking for a business development partner to help them excel within their marketplace and thrive in an ever-changing business environment. Our trainers, consultants and partners have years of real-life experience in agricultural equipment dealership operations of all sizes.



Specialties

Leadership

Marketing

Strategy

