

Reeve\$



Online Media Kit

LoriAnne Reeves



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Table of Contents

EXECUTIVE BIOGRAPHY	2
EDUCATION	2
EARLY CAREER	2
BUSINESSES FOUNDED BY LORIANNE REEVES	3
VOLUNTEERISM	7
BACKGROUND	9
STORY IDEAS	10
QUOTES BY LORIANNE REEVES FOR STORY INSERTION	12
QUESTIONS AND ANSWERS	15
TESTIMONIALS	18
50 AND 100-WORD BIOS FOR ON-AIR INTRODUCTIONS AND OTHER MEDIA	19



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EXECUTIVE BIOGRAPHY

LoriAnne Reeves

This Executive Biography details the education and career of LoriAnne Reeves. Her story can be found in the Backgrounder following this document.

LoriAnne Reeves is the Founder of Reeves Business & Leadership Consulting. She is a Global Business & Leadership Strategist, Human Potential Expert, Change Agent, Relationship Expert, and Psychological Sales & Money Coach to those who know it takes more than skill to succeed in business and within organizations. LoriAnne works globally with clients on their expertise, strategy, and leadership at the intersection of psychology, neuroscience, and relationships. This work bridges the gap between the business and leader, growing and maintaining sustainable results and where change happens quickly. We show our clients how leadership is an ongoing evolution from being an intelligent leader to a visionary leader on their path to changing their organizations, businesses, and themselves. We are known for our leading-edge, full-immersion experiences in Leadership & Business Development and the neuroscience of human potential.

EDUCATION

LoriAnne's academic career began at St Joseph's College in West Hartford, Connecticut, majoring in the arts. This did not challenge her innate leadership and arts and science skills. She received a full Textile Chemistry Scholarship at the University of Massachusetts at Dartmouth. She was the only woman in the department.

She held leadership roles at the University of Massachusetts at Dartmouth, including the Department's Student Board. One of her achievements was a project on the correct commercial dyes for new textiles being brought to market. The results were shared at the New England Conference of Textiles and featured in their journal. LoriAnne also did an internship teaching in the local school district on careers in the arts and sciences which tapped into her innate leadership.

EARLY CAREER

LoriAnne started her professional career with General Tire and Rubber Company, Toledo, Ohio, as a Quality Control Manager. During this time, she married and moved to Houston, Texas, where she was hired as a Sales Rep with a five-state territory with Nalco. She was named Sales Rep of the Year in her second year. She quickly became the manager of a national territory bringing a new FDA-approved product to the beer and wine industry.

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From the arts to being the only woman in the textile chemistry department, teaching to lead sales rep to sales management, and working with people - all lead to her ability to see ahead and create change, which was instrumental to what followed. LoriAnne is an innovator and leader who was consistently the one that others confided in and came for guidance.

Consistently in leadership roles and working closely with people in transition, LoriAnne decided to pursue her Master's in Clinical Psychology from the Marriage and Family Department at the University of Houston.

From the corporate world to entrepreneurship

LoriAnne transitioned after graduate school to become a Licensed Professional Psychotherapist. As a former sales rep, she was a great listener and knew how businesses ran, which helped when she opened her own counseling and consulting business. Throughout her years, LoriAnne has learned how to use her skills from one environment to the next, which enhanced her ability to be successful. From leadership to sales, to transformation and innovation to creating results for clients, it has all come together in her work today.

After graduate school, LoriAnne was hired by Houston Galveston Institute to work with clients. She was promoted to the manager of the Children's Protective Services contract for the Institute, assigning cases to the other staff therapists, attending court hearings, and liaison for local and regional meetings with other agencies while attending to her caseload.

The Collaborative Language System

During her graduate studies, she pursued a yearlong internship at Houston Galveston Institute. The Institute was known for innovation in the therapy room. LoriAnne spent her internship using the Collaborative Language System with clients, a leading-edge approach using language as the tool to transformation with clients. It was an exciting year being part of that, and it was a milestone in her work, taking this innovative approach to other areas in her career and building more of it into the work she does today on multiple levels. Innovation is a common thread for LoriAnne, and leadership moved with her in her transitions throughout her career.

BUSINESSES FOUNDED BY LORIANNE REEVES

Bay Area Consultation & Associates

Founded as a counseling center, Bay Area Consultation and Associates (BAC) provided therapy for the local community for adults, families, couples, and children. LoriAnne worked with the local community and became the go-to therapist for families experiencing crises. She headed



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the Families in Crisis program for the city. The business grew, adding more therapists to the organization and providing supervision for new therapists working for Bay Area Consultation and others. LoriAnne became an approved supervisor of other therapists for the State of Texas and the American Association of Marriage and Family Therapy.

As the business grew, other programs were added and incorporated into the consulting world. LoriAnne was well known for working with couples and challenging cases, and over time was asked to consult with business partners and entrepreneurial couples. With her wide range of experience in leadership, sales, and strategy, she began working with major companies around difficult leaders and their teams.

Programs and services provided through BAC

- EAP Services to major corporations, including Boeing, NASA and the Coast Guard, the Navy, and local industries. (Employee Assistance Programs are short-term therapy sessions for employees.)
- Family in Crisis program - working with local police to identify families in crisis and provide therapy for those families.
- She has provided leadership development training at Boeing around building better relationships with team members, boundaries, getting the work done, and getting the desired results.
- Speaker Program for Boeing- Provided monthly talks to leaders and employees on time-specific topics for education and work-related solutions.
- Provided crisis and trauma intervention (LoriAnne was Certified in Crisis and Trauma Intervention) to major corporations that had trauma incidents in the workplace (banks robbed, death at the workplace, murder at the workplace, explosions at the workplace, etc.). Clients: NASA, Boeing, Wells Fargo, McDonald's, Coast Guard, Navy, refineries, and chemical plants).
- Family Workplace Evaluations - Evaluated whole families for overseas assignments, including spouses, children aged five and over, grandparents, and even nannies. Clients: NASA and Boeing
- DOT Evaluations (Department of Transportation) - Evaluating employees' and managers' fitness to return to work after failing drug and alcohol tests. Clients: Houston and surrounding smaller cities, refineries, chemical plants, police and sheriff departments, and major corporations in the greater Houston area.
- Therapy for adults, children, families, and couples.
- Counseling and Consulting with business partners and entrepreneurial couples.



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DESIGNS by LoriAnne

A creative design business that included original designs for women's clothing with a specific clientele in mind. These designs were sold to the women's boutique market, online, and at trade expos. The business had a handmade fabric line and digitally printed fabrics designed for clients. The company was sold for a profit in 2016.

LoriAnne Reeves, LLC

Business Strategist, Sales Strategist & Coach, and Money Psychology Expert to business owners committed to growing their businesses to multiple six figures to over 7-figures using strategy and psychology, knowing it takes both for sustainable growth in impact and income.

Created retreats and masterminds for a full immersion experience so clients could overcome barriers to their success in life and business.

Ran entire sales teams for major industry thought leaders at large events closing millions.

Leader to million-dollar-plus businesses providing strategy, sales training, and sales coaching as a psychological sales expert and business strategist for business growth.

Working with business partners and entrepreneurial couples for increased relationships and workflow.

Reeves Business & Leadership Consulting (LoriAnne Reeves, LLC)

LoriAnne Reeves is the Founder of Reeves Business & Leadership Consulting. She is a Global Leadership & Business Strategist, Human Potential Expert, Change Agent, Relationship Expert, and Psychological Sales & Money Coach to those who know it takes more than skill to succeed in business and within organizations. LoriAnne works globally with clients on their expertise, strategy, and leadership at the intersection of psychology, neuroscience, and relationships. This work bridges the gap between the business and leader, growing and maintaining sustainable results and where change happens quickly. We show our clients how leadership is an ongoing evolution from an intelligent smart leader to a visionary leader on their path to changing their organizations, businesses, and themselves. We are known for our leading-edge, full-immersion experiences in Leadership & Business Development and the neuroscience of human potential.



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Clients work with us in several formats:

- Masterminds.
- Strategy & Coaching.
- Consultations
- Full Immersion Experiences.
- Programs
- Corporate Leadership
- Systemic Dynamics & Dimensional Mapping for Organizations.
- Working with Business Partners and Entrepreneurial Couples.

LICENSES, CERTIFICATIONS, AND AWARDS

- Licensed Professional Counselor
- Licensed Marriage & Family Therapist
- Certified EAP Provider
- Domestic Violence Counselor
- Certified Crisis & Trauma Intervention Specialists
- Narrative Collaboration Therapist in Language Systems
- National Salesperson of the Year
- Supplier of the Year - Owens Corning
- Certified Coach
- Certified Leadership & Transformation Strategist
- Certified in International Systemic Dynamics in Leadership and Organizations
- Certified in Dimensional Constellations Mapping
- Premier Success Coach for eWomen Network

SAMPLE SPEAKING ENGAGEMENTS

- Boeing, NASA and Jacobs Engineering
- American Corporate Partners

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- Women Council of Realtors
- Can and Turbine Association
- eWomenNetwork Chapters across the US and Canada
- National Association of Women Business Owners
- Texas Association of Marriage & Family Therapy
- Houston Area of Marriage & Family Therapy

OTHER NOTABLE ACCOMPLISHMENTS AND INTERVIEWS

- Guest writer for eWomenNetwork National Newsletter and I Know Somebody Houston
- Podcast interviews include: [Marketing, Media & Money with Patty Farmer](#), [Make it Click with Christine Rothdeutsch](#), and [Ready Yet?! with Erin Marcus](#)

VOLUNTEERISM

LoriAnne has consistently given back to her community over the years, starting in high school by visiting the elderly and being part of the Youth Council.

In college, she was part of the Board of the student association for careers in textile, textile science, and design.

Once she started her career, she was a committee member for the Chemical Society of Houston, the National Association of Female Executives, and Women in Sales Network of Houston.

During graduate school, LoriAnne was president of the student association for the Marriage & Family Therapy Association. She also volunteered for Bay Area Family Services, teaching parenting classes and in-home visits for families in need of resources for children to thrive.

Upon graduation from graduate school, she was heavily involved and part of the team of the Texas Association of Marriage & Family Therapy, who were able to pass the Licensed Marriage & Family Therapy Act, which established graduates from marriage & family therapy programs in Texas to sit for a license in their area of expertise. She also was a committee member for the Houston Association for Marriage & Therapy Association.



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LoriAnne was President of the School Board for four years for True Cross School in Dickinson, Texas. She was the coed indoor soccer team's head coach for two years. She also volunteered in the gifted program.

Later, LoriAnne supported her church, Shrine of the True Cross Church, by leading a capital campaign to raise \$1M+ for a youth sports facility and building upkeep.

LoriAnne was President of Alliance Competitive Soccer League for 4 years. The League comprised of 14 boys and girls teams, ages 10 - 17, who competed at the highest level in the greater Houston area. She was also head coach for a 16-year-old competitive boys team within the league.

Over the years, she has been a team committee member leading efforts to grow several professional women's organizations, including the National Association of Women Business Owners and eWomen Network. During her time with NAWBO, she ran Masterminds for members to grow their impact and income.

Currently, LoriAnne volunteers with American Corporate Partners (ACP), providing coaching for military spouses and retired military officers to build and grow businesses.

[Return to Table of Contents](#)



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BACKGROUNDER

LoriAnne Reeves

This document serves as LoriAnne Reeves' personal story that has led her to become the success she is today. This content is approved for repurposing in the media.

LoriAnne Reeves is a woman who survived early trauma in her life. She is now a powerhouse of resilience and perseverance. All were born of a life that included continued abuse as a child, with three tragic near-death experiences before the age of eight (two at the hands of others and the third a near drowning born of a little girl giving up), and throughout it all, she never let it define her. She instead moved into a successful life she loves.

Years later, as she tried to conceive, she underwent years of infertility treatment, which shifted her thinking while teaching her what it meant to thrive and persevere yet again. All that she has experienced, from childhood to adulthood, including her successful corporate career, has prepared her for where she is now, guiding her innovative process, where innovation becomes part of the human potential evolution to make transformation better with the practical solutions to sustainable growth and change.

LoriAnne works globally with entrepreneurs and leaders on their expertise, strategy, and leadership at the intersection of psychology, neuroscience, and relationships. The work bridges the gap between business and leader, growing sustainable results where change happens quickly. She shows her clients how leadership is an ongoing evolution from being an intelligent leader to a visionary leader on their path to changing their organizations, businesses, and themselves. LoriAnne is known for her leading-edge, full-immersion experiences in Leadership & Business Development and the neuroscience of human potential.

LoriAnne is a testament to what it is to creatively innovate your way through life, overcome adversity, and turning personal challenges into triumph through that process.

[Return to Table of Contents](#)



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STORY IDEAS

Created by LoriAnne Reeves, approved for media use

Psychology & the Neuroscience of Leadership

- 3 Ways to Use Psychology for Effective Leadership
- How The Phenomena of Fear Reduces Team Productivity
- Why Understanding Human Behavior is Critical to Successful Leadership
- The 7 Levels of Leadership that Matter Today
- What's the Bottom-Line Regarding Psychology & Neuroscience in Organizations

Effective Relationships in Today's World

- Why Understanding Relationships in Today's Workplace is Key
- The Top 3 Best Ways Relationships Play Out at Work
- The Personal is the Professional: 5 Insights to Have that Make You Effective at Home & Work
- What Your Relationships Say About You.
- Why Our Mental Health Plays Out in Our Relationships
- The Psychology & Neuroscience of Relationships

Success in the Entrepreneurial Space

- What It Takes to Reach the First Milestone as a New Business.
- The First Million: What It Takes to Truly Reach the 7-Figure Mark
- The Top 3 Skills to Develop for Business Success.
- Why Money and Sales Psychology Matter
- How to Build Trust with Your Audience & Clients
- The Psychology & Neuroscience of Being in Business
- Are You a Problem Solver in Your Business?

Creating Successful Salespeople and Sales Teams

- Do Your Team Members Understand Money & Sales Psychology?
- The 5 Levels of Successful Sales Relationships.

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- How Leaders Can Handle Conflict in a Sales Team.
- How to Introduce Change to a Team.
- The Psychology & Neuroscience of the Sales Brain.

Making Personal Development Your Superpower

- What It Takes to Transform Your Life.
- Why It's Not About Passion but Purpose & Meaning.
- How to Make Change & Transformation Better
- Desire It. Design It. Do It.
- How to Redefine the Past into a Successful Life.
- The Power to Get Beyond Trauma.

[Return to Table of Contents](#)



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QUOTES BY LORIANNE REEVES FOR STORY INSERTION

Here you can find quotes for sub-headers/categories above created for the media; if you need a unique quote for another story you are working on, contact LoriAnne at LoriAnne@LoriAnneReeves.com.

Psychology & the Neuroscience of Leadership

“Utilizing psychology and neuroscience can often be done through assessments and experiential experiences to gain insights into leadership styles and those of their team members. This can help identify the best ways to introduce launches, gain productivity, determine motivation, and increase profitability.”

“Leaders must address the psychology of leadership – if they do not know, they need to find a guide to assist them in creating an environment of growth and retention. Many of my clients experience this, and the shift to a more prosperous position comes from being open to change.”

“Neuroscience is behind the transformation that occurs when leaders investigate how they lead and manage others, and it is the catalyst of culture change, and why some people respond to some leaders and not others.”

Effective Relationships in Today’s World

“Studies have shown that the way to speak the language of trust essential to building relationships in our world today is to understand the human psychology of your potential clients and teams at a deep level.”

“It is critical to success in building relationships, to put yourself in a position of having a breakthrough regarding how you manage everyone around you – it can be painful, but the new dynamic can change everything through strategy, psychology, and transformation.”

“Practicing empathy and belonging can be completely foreign to some leaders today, but doing so can bring a high performer that misses a deadline to new heights.”

Success in the Entrepreneurial Space

“One of the most important things I tell my clients is to make sure you have the right coach for the right outcomes you are trying to achieve at the moment in your business and life to ensure your success; a wellness coach to keep you centered and healthy should not be the same person that guides you and teaches you about sales and leadership.”



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“In my many years of working with entrepreneurs, one of the basics I teach is that psychology at its basic form is understanding human beings; because we do business with other human beings, they have the same emotional components about money and sales as we do.”

“One of the things I know is imperative is for the entrepreneur to have communication skills with others that create trust and influence. It is not an easy task. Meeting people where they are at, knowing the language that best conveys what is needed, and evaluating what’s important – in a moment is established in your communication and determines your leadership, to fast-track success quickly.”

Creating Successful Sales People

“Focusing on key behaviors that are detracting from the focus of your salespeople means coaching the behavior but not the person. Your language establishes the trust necessary for a person to hear the feedback and work with you for change to occur. Change will only occur if both of you are in agreement.”

“Clients want to be understood and know your salespeople understand their problem. There are solutions you provide that are the right fit for what challenges they are experiencing now that are causing their department, company, or their concerns. And the gap from challenge to a solution is clear and solves their urgent need.”

“Onboarding new team members is a critical component of success not only for the individual but everyone. There needs to be a psychological fit beyond everyone getting along and having a common goal the business requires – it also means the new member must internalize the business’ goals and mission, know it through their thinking, feelings, and actions.”

Making Personal Development Your Superpower

“Many want to change and transform their lives. Personal development is key to transformation. It’s not just mindset but a way to be self-aware of yourself and move forward with the most important question - What about me needs to change so this situation can change?”

“The personal is the professional, and the professional is the personal. It means that how we think, feel, and act gets established in our families of origin and impacts our relationships moving forward. To improve any relationship, make it part of your personal development to become aware of those patterns so you can put them to rest.”



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“Your past is your wisdom. The present moment is where everything is happening right now. How you think, feel, and act in the present moment establishes your success in the future or not. It’s all up to you.”

[Return to Table of Contents](#)



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QUESTIONS AND ANSWERS

For media use for features and radio and podcast interviews

What is your ‘why’ for creating your business, and who do you serve?

I’m in the transformation business, and my ‘why’ is how to be the best change agent for my clients and where it needs to happen. The reality of seeing people, businesses, and organizations try to change but can’t sustain the change frustrates everyone. My business is set up to facilitate change in critical areas that bring lasting results until the next time change needs to occur. My clients are asking me for that, and that brings energy to my business and gives us power every day in transforming leadership, relationships, and people who run these businesses and organizations.

You have an incredible background in leadership, business strategy, and sales psychology; what is the #1 aspect of your journey that makes you excel at what you do now?

My superpower is my ability to assess a situation/client at multi-levels and see how it connects. I can pull something from someone’s background/story that no one sees as relevant, but it’s a key factor when it’s connected to the whole story. Then take that connection and work with them/business/team that changes the situation for the best.

LoriAnne, you’ve been a therapist for many years and hold a Master’s in Psychology; how does psychology fit into how you work with your clients on leadership, strategy, and sales psychology?

If only you needed the knowledge or strategy, everyone would be successful: making money, growing a business, and being the best leader. Just google it. But we’re human beings; our psychology is who we are and how we operate - our personality. You can’t separate that from being a leader or building a business. You need both. We have psychological motivators for everything we do. So psychology is huge in our ability to grow as leaders and business owners.

Is there something you have accomplished in working with people that you never expected to happen?

When you combine psychology, neuroscience, and the right experiential experiences, we can get to all the pieces that need addressing. Change doesn’t take that long either and is much more sustainable. It happens because we address the problem in all areas that affect change.



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What is a common myth regarding sales that business owners need to know?

If you build it, they will come, and you don't have to 'do' sales. When you open your business, you are the #1 salesperson always. It's the last to be delegated and at a much higher income level than most business owners realize. There are so many psychological barriers to sales and money for many.

What's the most significant challenge leaders are facing today?

The biggest challenge is the rise of new technology and how much to use it to preserve the human connection with clients, team members, and human leadership decision-making. We must continue building strong relationships and refrain from delegating them to technology.

What is your most important lesson as an entrepreneur and leader?

That I am in the transformation business, and what clients are genuinely asking me to do is effect change, and that requires the clients, leaders, and organizations to transform. And to convert at a sustainable level requires that the humans involved change part of their psychology - part of their personality.

In your opinion, what is the most important strength a business owner needs in their business?

The quick answer is their leadership. They need to be able to lead themselves. The ability to do so allows you to have an excellent decision-making process. If you can't lead and invest in yourself, the business will not reach its potential, and leading a team becomes a nightmare.

What is the most important thing those just beginning their journey as business owners must know?

Make sure their business solves a problem. Make sure they solve a problem people will buy. Make sure they know that they are their business's #1 salesperson.

What's the most exciting lesson a business has taught you?

That would be my grandfather. He and his family owned a business, and he would take me on his route and have me give the bill and ask for the money. I didn't realize until I had my first business how he ingrained that connection in me. It made sales easier for me when I worked as a salesperson for a company and played a huge role in having a sustainable business for over 20 years.



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What's the one thing about your expertise that almost no one agrees with you about?

Mindset doesn't work. I believe - It's a more comprehensive approach to change. For anyone or any organization to change, it's a systemic approach, but it doesn't have to be complicated. We are interconnected human beings running businesses and organizations, so those are interconnected, also. To change, we need to change our psychology - our personality. That's why leadership, strategy, psychology, and neuroscience are part of my framework.

Why do business owners underrate strategy?

Business owners need to pay more attention to the implementation phase and how that connects to other parts of the business. Most business owners are resistant to implementation and seeing it all the way through. They need to measure their strategy and do a comprehensive review throughout the process and to be able to tweak it along the way. That overwhelms many.

[Return to Table of Contents](#)



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TESTIMONIALS

LoriAnne's sales, leadership, and strategy are based on psychology, which creates business development growth fast, and her clients love it!

"I am unsure what LoriAnne does when we deep dive into my money and sales. All I know is I can feel my brain rearranging. When that happens, I know I am here for the next level up in my business from the strategies LoriAnne has helped me implement. I doubled my sales in the first six months of our work together. In the next three months, I nearly tripled my money. I can't wait to see what my numbers are at the end of the year. She is the real deal."

— Pegine Echevarria, CEO Power Women Worldwide, Leadership Business Keynote Speaker

"I knew I was in good hands when I hired LoriAnne because of her background. Since my business has doubled in sales and continues to grow. The most important - I continue to grow. She's great, especially for women founders."

— Brandie Siebert, CEO, Aegis

"You have an uncanny and simplistic way of making a valid point and convey important information in a few words... most people have to say WAY too much to explain MUCH too little..."

— Vanessa Byerly, Professional Psychotherapist

"LoriAnne is brilliant. She helped me find the source and finally release lifelong limiting beliefs about wealth. Her thoughtful insights, ideas, and powerful interactive learning for growing my business are exactly what I needed to build my business strategies and a prosperous life. Thank you, LoriAnne."

— Wendy Gates Corbett, Founder of Refresher Training, LLC

"My business exploded working with LoriAnne. I got a whole new outlook in how to do business and strategies that worked for me. My money psychology changed quickly because I was able to tap into what blocked me with ease with LoriAnne's methods. My income doubled. The most important piece - I changed in such a way that I am the CEO of my business."

— Cindy Tschosik, CEO of SoConnected

[Return to Table of Contents](#)



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50 AND 100-WORD BIOS FOR ON-AIR INTRODUCTIONS AND OTHER MEDIA

LoriAnne Reeves

50-WORD BIO

For over 20 years, LoriAnne Reeves has been a leadership, sales, and business strategist, including founding her firm Reeves Leadership Consulting, where she has worked with companies including Boeing and NASA, and small business owners using her innovative framework where leadership and strategy intersect with psychology and neuroscience to build exceptional leaders and increased revenue.

100-WORD BIO

For over 20 years, LoriAnne Reeves has worked with clients in business strategy, leadership, and sales psychology resulting in sustainable growth and impact. As the Founder & CEO of Reeves Business & Leadership Consulting, she has worked with companies including Boeing, NASA, and McDonald's, and small business owners to solve business growth, leadership issues that matter, and the psychological understanding of money and sales with clients. LoriAnne uses her innovative framework where expertise, strategy, and leadership intersect with psychology, neuroscience, and relationships, as people's outer and inner workings come together with their work. Her work builds exceptional business owners and leaders, producing results that are felt long-term. You can reach her at LoriAnne@LoriAnneReeves.com and www.LoriAnneReeves.com.

[Return to Table of Contents](#)