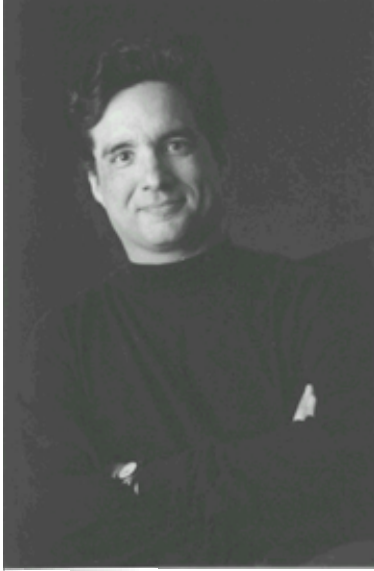


David Snyder Biography



Author of the critically acclaimed book, *How To Mind Read Your Customers*, David Snyder is CEO of Snyder Inc., (see www.mindread.net) and a consulting partner with VantagePoint CPI, a leading assessment firm based in Omaha, Nebraska. He is certified in competency assessment by one of the nation's leading industrial psychology firms and holds a graduate degree in psychology from Harvard.

As a business teams troubleshooter, Snyder has helped corporations to improve their training efforts in the areas of sales, marketing and customer service. He has also helped manufacturers and other organizations to achieve higher productivity by improving performance measurement systems, team communications, and

training.

Snyder's book, *How To Mind Read Your Customers* has been praised by corporate leaders for its emphasis on integrity and ethics in business, in addition to its strong focus on behavioral psychology as applied to performance. *How To Mind Read Your Customers* was listed **First** in *Sales and Marketing Management Magazine's* Best New Business Books for 2001. It is published by AMACOM (American Management Association.)

At Harvard, Mr. Snyder participated in research conducted on brain waves and emotion at the Mind/Body Medical Institute of Harvard Medical School / Beth Israel Deaconess Medical Center and is named as a co-author on findings published in the January 1996 issue of *The Journal of Behavioral Neuroscience*. The Mind/Body Medical Institute is one of the most distinguished institutes in the world for the study of stress and human behavior. He is a member of both the Harvard Club of New York City, and the Harvard Club of the Research Triangle Park in North Carolina.

Snyder is also Business Development Counsel for Headway Corporate Resources, a leading national staffing and human resources corporation, where he helps to design many of the corporation's strategic offerings and recruiting models. (www.headwaycorp.com)

Tel: 919.510.5443

Cell: 919.920.0551

dsnyder@mindread.net