INTERNATIONAL SPEAKER & AUTHOR · PHOENIX, ARIZONA

Dennis “DC” Campbell

The main stage culture speaker your leaders won’t forget.

Decorated U.S. Army criminal investigator. Southwest Airlines leader under Herb Kelleher. Author of **The 7 Pillars of an Unbeatable Company and Culture**. DC brings 35 years of hard-won leadership lessons to your mainstage, breakout or boardroom.

- U.S. Army Veteran
- Southwest Airlines Alum
- Published Author

35
YEARS IN CORPORATE LEADERSHIP

200K+
FUTURE ROOM-NIGHTS A YEAR BOOKED BY DC’S VISITABQ TEAM

7
PILLARS OF AN UNBEATABLE COMPANY & CULTURE

Feb 27
PROCLAIMED “DENNIS CAMPBELL DAY” IN ALBUQUERQUE, 1996

Signature talks

Mainstage keynote or breakout, tailored to your industry and audience

SIGNATURE KEYNOTE · CORPORATE CULTURE

The 7 Pillars of an Unbeatable Company & Culture

Culture must live at the same level of priority as strategy in your organization.

The “how” and the “why” of building an unbeatable company and culture, in a straightforward, practical and compelling way. The seven pillars spell CULTURE:

- **C** Commit to hiring for attitude
- **U** Undertake corporate evangelism
- **L** Leaders must serve employees
- **T** Training, training and more training
- **U** Use humor and humility
- **R** Release control for decisions
- **E** Exercise the power of praise

MAINSTAGE · BREAKOUT

Finding Your Purpose

Unwanted. Ignored. Forgotten. Brown Babies: the Mischlingskinder / Mabel Grammer story.

Our lens was shaped by our respective journeys. Sometimes you find your purpose, and sometimes it finds you.

Your purpose is bigger than your vocation or raising your children. It’s an ache in your soul for something much bigger: to make a difference in other people’s lives.

FOR DMOS, CVBS & TOURISM LEADERS

The Power of the Tourism Dollar

Not the most important dollar spent in your community. The most powerful.

For organizations growing market share in the MICE and leisure categories.

From the airline space to destination marketing, hotel development and large-scale event facilities, DC connects the dots on one of the most competitive, and most powerful, economic drivers any community has.

WAYS TO WORK WITH DC

Keynote / general session · Breakout session · Leadership workshop & on-site consulting · Board & leadership retreat · Advanced sales skills training · Real estate sales & negotiations · DMO Mastermind Program

Also fluent in: aviation · the funeral industry · several medical disciplines · real estate law

Check DC’s availability

Tell DC about your audience, goals and date. No obligation.

CALL (602) 402-6665
EMAIL dcampbell@campbellra.com
WEB dennis-campbell.com

Watch DC on stage
Scan for talks, clips & testimonials

General session, PACE (Pool Builders / Suppliers Association)

Meet DC

In the 1970s, Dennis Campbell was a decorated Army Criminal Investigator working undercover narcotics in Germany. What followed was a 35-year corporate career at Southwest Airlines, VisitAlbuquerque and the New Mexico State Fairgrounds, with touch points with thousands of association executives and corporate leaders in scores of industries. At Southwest he worked for culture guru Herb Kelleher.

Today, as an international speaker and author, DC helps organizations build unbeatable cultures, find their true purpose, sharpen operations and market like disrupters.

- **Cornell University**: Master Certificate, Hospitality Management
- **University of Maryland, Europe**: Business
- **Southwest Airlines**: customer service, airport operations, sales, marketing, crisis management & P&L
- **U.S. Army**: Military Police School, Military Police Investigation Course, DEA course
- **Arizona Real Estate**: Licensed Broker; State-Certified Instructor, Licensing & Contract Law

What people are saying

> *“Dennis ‘DC’ Campbell is funny, witty, engaging, and the ultimate professional. His presentation ‘Cracking The Code’ for a Winning Corporate Culture was inspiring, stimulating, and it captivated the audience…”*
>
> **Chris Griffith** · Smile Synergy Study Club

> *“His 7 Pillars of Corporate Culture contain practical characteristics that can easily be implemented in organizations both large and small.”*
>
> **John Ricco** · Executive Director, Architectural Precast Association

> *“Dennis took our sales operations to new heights, infusing our team with a heightened sense of professionalism, pride and, above all, accomplishment.”*
>
> **W. Gary Grimmer** · CEO GainingEdge (Former President, Albuquerque CVB)

> *“Dennis puts his heart and soul into everything he does, and delivers better than anyone… His clients sleep better because Dennis is working their issues.”*
>
> **Stuart Purviance** · Colonel USAF (Ret.), Kirtland Partnership Committee

Recent engagements

Eye Bank Association of America	General session · Corporate culture
Architectural Precast Association	General session · Corporate culture
PACE (Pool Builders / Suppliers Assoc.)	General session · Corporate culture
Admiral Beverage (New Mexico)	Leadership workshop · Corporate culture
Gib-San Pools & Landscape	Workshop · On-site culture consulting
Keller Williams	Leadership & sales training
Arizona School of Real Estate & Business	Real estate licensing training

The 7 Pillars of an Unbeatable Company and Culture

A Foundation of Legacy Leadership

Foreword by **Ron Ricks**, former Vice Chairman of Southwest Airlines

Available on Amazon. Bulk copies available for your attendees.

AFFILIATIONS

National Speakers Association (NSA) · American Society of Association Executives (ASAE) · Meeting Professionals International (MPI) · National Association of Realtors (NAR)

“Expense creep” in your company is curable with the right culture.

For a proven prescription, call DC for a no-obligation consult: (602) 402-6665

RECENT STAGES & CLIENTS

ABC Admiral Beverage Corporation · h3phoenix.com · Eye Bank Association of America · Kyocto Tradition Meets Innovation · Tempe · The Institutes CPCU Society Arizona Chapter · Gib-San · NPCA · Paramount Pools & Spas · Colibri Real Estate