



BIO FOR JUDY FERRARO

Judy Ferraro & Associates, Inc.

Trainer – Speaker – Author – Coach

www.judyferraro.com

Judy Ferraro has immersed herself in sales and leadership for over thirty years. Ten of those years, Judy owned and operated her own scrap metal business. After 18 years in scrap, she decided to shed the glitz and glamour of scrap metal and form a consulting business. For over five years, Judy has been the VP of Sales for Shapiro Metals, a company that started its trek in St. Louis in 1904.

Since 2003, Judy has written an award-winning column for Scrap Magazine called “*On Sales*,” Her first decade of columns are comprised in a book of her titled, “*On Sales & Leadership and Other Helpful Business Stuff*.” She has also written a book about her experience of childhood sexual abuse, “*If I Catch You, I Will Kill You*.” She wants to make it clear that she did not kill anyone and you’ll have to read it to understand the title.

Judy’s interest in sales began in high school as a “door to door” Avon representative. She acted as a training assistant to an insurance general agent where she learned the sales process and what working for a good leader feels like. While focusing on employee development and training in the areas of leadership, sales and customer service, Judy spends the balance of her time working with clients and facilitating or speaking at conferences, trade shows and industry events.

Studying in Chicago’s comedy circle at Second City, IO and Player’s Workshop was a steppingstone to creating popular employee development programs that incorporate improv into her presentations. Her comedic background and excellent interactive skills result in seminars that are **informative and fun**. She emphasizes the importance of listening, the art of asking good questions, the power of agreement and the ability to laugh at oneself.

Judy attended DePaul University’s College of Commerce in Chicago. She is married with one son who has a Master’s in Leadership and coaches a women’s college basketball team.

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