

KENNETH B. LERMAN
Business Growth Consultant
email: lermank@kenlerman.com • www.kenlerman.com
1668 N. Sagebrush • Wichita, Kansas 67230
Office (316) 733-5800 • Fax (316) 733-5077

Kenneth B. Lerman
Speaker Introduction
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Ken Lerman is a nationally recognized business consultant who builds the profit margins of privately held business who desire to move their business performance and business competitiveness up to the next level.

Client revenues and profits increase with Ken's customized "hands-on development and implementation" of value added pricing, marketing and selling strategies. Ken's assistance also includes strategic financial analysis, new product development and market introduction, Human Resource acquisition and development of company talent.

As a member of the National Speakers Association since 1993, Ken Lerman is also an active annual meeting keynote presenter, seminar provider and writer for Corporations and Professional Trade Associations.

Ken acquired his business building talents as a Brand Manager and Strategic and Planning Executive at H.J. Heinz and Johnson & Johnson Baby Products Company. He returned to Kansas as the Director of Marketing for Pepsico/Pizza Hut. He then earned national attention as he helped build the Taco Tico brand prior to its sale.

Ken was decorated in combat during the TET offensive in Vietnam – and has also been decorated by Kansas for his active community volunteerism. He is a 33rd degree Mason and a Rotary Paul Harris Fellow and Benefactor. He currently serves as the immediate past Chairman of the Board of the Wichita Convention & Visitors Bureau and served two years on the Board of Directors of the Wichita Metro Chamber of Commerce.

His undergraduate degree is from the College of Emporia and he was awarded the first MBA given at Emporia State University which he earned after two years of study at Washburn Law School.

Ken is married to Geri Appel, of Leoti, Kansas. Geri served as the first woman president of the large Wichita Downtown Rotary club in 2000-2001 and as the first woman district governor of Rotary District 5690 in 2002-03. She is currently her club's and District Rotary Foundation Chair, and Strategic Advisor for Zone 25. Ken and Geri were both featured speakers in March 2007 at the High Country PETS in Denver, Colorado have been invited to speak at other Rotary meetings.