



### **Strategy Leaders President Andi Gray to Kick-Off Webinar Series**

**Westchester County, NY – (April 22, 2011)** -- Andi Gray, President of Strategy Leaders, Inc., a management and business consulting firm, will kick-off a five part webinar series on building successful businesses in May in conjunction with Dutchess County Economic Development Corporation.

The May webinar series will consist of four web-based events beginning May 5, each of which will be from 10:30a.m. – 12:00p.m. The series will end with a live wrap-up event on June 9 from 4:00p.m. – 6:00p.m at Santo Stefano Winemaking Club, 44 Saint Nicholas Road, Wappingers Falls, NY.

Topics include:

- May 5: Developing goals into an overall marketing and sales plan
- May 12: Using Social Media
- May 19: “Workforce Intelligence for Businesses – Dutchess County and the Hudson Valley Region”
- May 26: Succession Planning
- June 9: Live Event – Managing in a Changing Environment

Other presenters include Josh Summer, Focus Media; Frank Surdey, Department of Labor and Larry Holfelder, Disciplined Wealth Advisors, LLC.

Gray will host the first event discussing ways to develop an overall marketing and sales plan in addition to a presentation at the final live event. The wrap-up event will include hors d’oeuvres and an opportunity for networking.

Top business management leader Andi Gray has shared the path to profit and growth with owners of established, privately held businesses for 20 plus years. In 1995, Gray founded Strategy Leaders, Inc. focusing on the “Six Sisters” of a well run business: Sales, Finance, Marketing, Operations, Human Resources, Leadership. Gray has helped hundreds of business leaders “grow to the next level” in diverse industries including information technology, real estate, construction, manufacturing, marketing communications, military, engineering, professional services and more. Her numerous leadership positions have entailed both field-based and corporate management positions at Xerox, American Express and Contel.

Gray has a proven track record in developing short and long-term business strategies that drive revenue growth, increase profitability and expand market share. Her firm’s one-of-a-kind knowledge sharing environment coupled with well-documented, proprietary systems has allowed clients to grow their companies at 2 - 3 x the level they were able to achieve on their own.

She has been frequently quoted in leading media outlets including *The New York Times* and *Financial Times of London*. She has authored *10 Rules for Growing a Business in Turbulent*

*Times* (self-published, 2004) and co-authored *New Game, New Rules* (Garland Publishing, March, 1996). Gray pens a weekly business advice column, *Ask Andi*, published by Westfair Communications for their New York and Connecticut-based business journals and hosts *Ask Andi Live* cable show.

Sponsors of the event include New York Business Development Corporation (NYBDC), Mid-Hudson Valley Federal Credit Union (MHVFCU) and HV Biz in addition to Debbie Gioquindo Emerging Media, Marketing & PR and Strategy Leaders, Inc.

The live event will have a fee of \$35. For further information about this webinar series or to register, please contact Cathy Maloney at 845-463-5415 or visit [www.thinkdutchess.com](http://www.thinkdutchess.com).

For more information about Strategy Leaders, Inc., please visit [www.strategyleaders.com](http://www.strategyleaders.com).

**About Strategy Leaders, Inc.:** Founded in 1995, Strategy Leaders, Inc., is a management consulting firm headquartered in Chappaqua, New York, which specializes in helping entrepreneurial firms to grow their business. Partnering with clients from a variety of industries, Strategy Leaders customizes their approach to fit each individual company's needs. Strategy Leaders has a proven track record in developing short and long-term business strategies that drive revenue growth and expand market share, increase profitability stability and predictability, and lead to peace of mind for the business owner.

#### **Press Contact**

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