



Kevin Brown

About The Leader, Motivator And The Man

Kevin's unconventional path to business and personal success has taught him that winning in business and in life requires anything but conventional thinking. He grew up in Muskegon, Michigan where his blue collar roots taught him the value of hard work and determination. His resume includes an eclectic mix of career stops that ultimately led him to the purchase of a franchise at the age of seventeen. With a street-wise aptitude and a never quit attitude, he worked his way from the front lines in business to the executive boardroom. For nearly two decades Kevin was a sales and marketing executive that helped grow a little known family business into an industry giant with annual revenues reaching two billion dollars.

After a career in franchising that spanned 30 years, Kevin decided to retire from corporate America and pursue his passion for bringing

The HERO Effect® message to as many people and organizations as possible.

Kevin is on a mission to help people and organizations embrace a simple philosophy that separates world class organizations and high performance people from everybody else. He is passionate about helping people expand their vision, develop their potential and grow their results. And, as the father of an autistic child he knows firsthand how the principles of true success reach beyond the boardroom and into the lives of real people facing the challenges of everyday life.