



Senior Consultant

# Cameron Moon

Pleasant Grove, Utah

Cameron Moon brings multi-faceted experience to his clients. Having worked in management, marketing, sales, and entrepreneurial roles, Cameron understands the needs of an organization from many angles. Cameron was the Director of Marketing for Stephen MR Covey and the company's Trust Practice, where he helped to develop their messaging and marketing initiatives.

Cameron also worked in sales and consulting roles and helped launch FranklinCovey's State & Local Government team. Cameron has worked with teams and leaders across North America and in Europe, in both the public and private sectors including state and federal agencies as well as tech, construction, manufacturing, retail, education and healthcare.

Prior to his work with FranklinCovey, Cameron built and managed a successful start-up, where he had responsibility for all aspects of a rapidly growing organization — including strategy, hiring, training, marketing and client service. A self-described "leadership junkie," Cameron has studied leadership development from a young age and with his dynamic and engaging style, is able to "unfold" FranklinCovey's solutions in an approachable way that resonates with senior leaders down to front-line employees.

## Education & Certifications

- B.A. - Utah Valley University

## What learners say about Cameron...

*"Cameron showed a great ability to make a complex concept easy to understand. I especially liked the challenges that Cameron gave throughout the sessions."*

*"Cameron is a great speaker, he really knows how to captivate the attention of the audience. I enjoyed listening to his personal stories and getting time for discussion."*

*"He's one of the best facilitators that I've come across."*

## Highlights

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Opened vertical sales channel as top performer, earning FranklinCovey's Chairman's Club Award

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Director of Sales for digital ad agency where he led the company to record sales

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Serial Entrepreneur - launched successful businesses in the service, tech, and consulting industries

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Avid CrossFit athlete, achieved a podium finish at most recent competition

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With his wife, has two intense, loud, and wonderful children

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