

**Todd Cohen, Principal of SalesLeader LLC,
Named Sales Executive in Residence at Temple's Fox School of Business**

Philadelphia (March 24, 2010) – Todd Cohen, principal of SalesLeader LLC and an accomplished and sought-after public speaker, has been named Sales Executive in Residence at the Innovation and Entrepreneurship Institute (IEI) of the Fox School of Business, Temple University, through the 2011 academic year.

Cohen was selected for this role, part of the Distinguished Leaders in Residence Program, based on his proven track record of success in sales as a practitioner and consultant. Since 1984, Cohen has coached and led sales teams to deliver more than \$500 million in revenue for leading companies including Xerox, Gartner Group, Pensare, Thomson-Reuters and LexisNexis.

“We are fortunate to have Todd Cohen, a dynamic and high-caliber sales professional, as our Sales Executive in Residence,” said Jaine Lucas, executive director of the IEI at the Fox School of Business. “Selling is difficult under the best of circumstances, but for entrepreneurs with start-up ventures, unknown brands and new products, selling can become especially challenging.”

In addition to one-on-one consulting with Temple's student and alumni entrepreneurs, Cohen will teach workshops and “toolbox seminars” for aspiring entrepreneurs. He will also be working with the IEI's Mid-Atlantic Diamond Ventures – the region's only year-round venture forum program – to provide seminars for technology entrepreneurs on building a total “sales culture,” a novel approach he developed to build sales through multiple corporate functions.

“As a proud Temple and Fox School alum, this recognition is particularly meaningful,” Cohen said. “I've been a sales professional and consultant for over 25 years, and look forward to working closely with Temple entrepreneurs to help them develop and sustain highly effective sales strategies, especially given the IEI's status as a national leader in entrepreneurship.”

Temple University was ranked No. 5 in undergraduate and No. 6 in graduate programs in entrepreneurship by *Entrepreneur* magazine and The Princeton Review in fall 2009, and has been cited as a Top 20 Most Entrepreneurial Campus by *Forbes* and The Princeton Review.

Cohen is a professional member of the National Speakers Association (NSA), a board member of the NSA Philadelphia chapter, and chair of the Sales and Marketing group of the Greater Philadelphia Senior Executives Group. Cohen is a frequent speaker at sales conferences and national association meetings and hosts his own radio show, “Let's Talk Sales Culture.” His book “Never Sell Alone” is scheduled for publication in 2010.

He is the founder of The Innovators Club, a networking organization dedicated to advancing technology and entrepreneurship. He is co-founder of LinkedIn Live Philly, a networking group for members of

LinkedIn to advance their professional networking skills. He is also the co-leader of Career Transitions, a nonprofit group dedicated to helping professionals in transition.

Fox School of Business, Temple University

Established in 1918, the Fox School of Business, Temple University, has a distinguished tradition of preparing business leaders, professionals and entrepreneurs for successful careers. Today, it is the largest, most comprehensive business school in the greater Philadelphia region, and among the largest in the world, with nearly 6,500 students, 155 full-time faculty and more than 52,000 alumni. For more information, visit www.fox.temple.edu and www.fox.temple.edu/iei (Innovation and Entrepreneurship Institute).

SalesLeader LLC and Todd Cohen

SalesLeader LLC advises and builds high-performance sales teams that produce outstanding results. The firm also provides strategic oversight for sales teams and provides executive sales coaching and advising to clients ranging from small, rapidly growing start-ups to well-established, large corporations. SalesLeader LLC bridges the gap between the sales training you may already be doing and your next level of sales performance, firmly built on a sales culture designed to multiply your results and magnify your investment in traditional sales training. Please visit www.toddcohen.com for more information.