

Joe Sweeney has spent more than 30 years blending his love of business and passion for sports. He has owned, operated, and sold four manufacturing companies, headed up the Wisconsin Sports Authority, and launched a sports marketing firm. Joe purchased equity interest in an investment banking firm and served as president and managing director. He is now an accomplished author, internationally-known speaker, and investor in private equity companies.

Joe's passion is studying human behavior. He has used the fields of sports, business, and military as his laboratory to better understand why certain people outperform others. He is especially devoted to helping and mentoring young athletes and executives to develop all aspects of their career, business, and life.

Joe has served on twenty-eight boards of directors and is currently active on six including Wintrust Financial Corporation, (WTFC) a publicly traded financial institution. At Wintrust, Joe also serves on the Management and Compensation Committee, the Audit Committee, and the Nomination and Governance Committee.

He has a wide range of experience in the general business, manufacturing, sports, and investment worlds, but Sweeney's expertise is in marketing and sales strategy, finance, and general management. He also has extensive experience in mentoring young, as well as seasoned, executives transition to the next phase of their careers. He has successfully coached business executives, well-known sports figures, and members of the military including over 300 United States Navy SEALs.

Joe received his BA in Industrial Psychology from Saint Mary's University of Minnesota and his MBA from the University of Notre Dame.

Joe is the author of *After Further Review: How Reflection and Action Will Turn Your Somedays Into Today; Moving the Needle: Get Clear, Get Free, and Get Going in Your Career, Business, and Life*; and *The New York Times* bestseller *Networking Is a Contact Sport: How Staying Connected and Serving Others Will Help You Grow Your Business, Expand Your Influence — or Even Land Your Next Job*.

Joe has given hundreds of keynote addresses to a variety of businesses and corporations such as Northwestern Mutual, General Electric, Wells Fargo, CUNA Mutual, Manpower Group, Merrill Lynch, Minnesota Wild NHL team, Morgan Stanley, Travelers Insurance, UBS, the Navy SEALs, and numerous universities, church congregations, and professional and collegiate athletic teams.

Joe is a dynamic, humorous, fun, and caring person that has found his passion in inspiring others to make the most of their lives by believing anything is possible. He resides in Milwaukee, Wisconsin.

