

# MEET EDWIN BALDRY

CEO & Co-Founder | FinTech Pioneer | Sales Expert | Entrepreneur | Keynote Speaker | Topical Humorist

**EDWIN P. BALDRY** is the Co-Founder and CEO of EPBComms, LLC, an international enterprise that connects the worlds of business communications and financial technology. EPBComm's professional services portfolio offers strategic communications, sales and marketing, business development, entrepreneurs in residence, live event and media production, and professional speaking featuring topical humor and deep industry insight.

Baldry is a pioneer in the FinTech sector. He was co-founder and head of Global Sales for Institutional Cash Distributors (ICD), a SaaS-based liquidity trading platform providing services to many of the largest companies in the world. An accomplished industry thought leader and keynote speaker with roots in stand-up comedy, this 30-year sales veteran is a highly sought-after consultant for large corporations and a mentor to promising start-up ventures across the globe.

Prior to his financial career, Baldry worked as a stand-up comedian in San Diego, performing at the Improv and Comedy Store and other Southern California venues. Baldry transitioned to slightly more serious

public speaking in the treasury/FinTech industries. He is a recognized professional speaker with the NSA (National Speakers Association) and has appeared at AFP, ACT, ATEL, and numerous international road shows, as both a speaker and a moderator.

To learn more about Ed, follow his EDTALKS podcast or EDIBLES blog. Additional information at [edwinbaldry.com](http://edwinbaldry.com).



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## WHATEVER HAPPENED TO 'PLEASE' AND 'THANK YOU'?

**WE LIVE IN A WORLD WHERE** respect, gratitude, and appreciation have been replaced by efficiency, dismissiveness, and even fear of genuine connection. Sometimes, we don't stare up from our screens and devices long enough to realize there is even another person on the other side of the tweet or email. "Is anybody out there?"

One thing is for sure: this speed of life has taken a toll on our basic use of good manners and etiquette. Nowhere is this more apparent than in the decline of professional business communications. But manners and etiquette can be a powerful tool for business and sales success. *It Begins with Please and Doesn't End with Thank You* will show you how to regain those tools and techniques of bygone eras and update them for the digital today.

This how-to guide and go-to resource takes the concepts of "please" and "thank you" into every realm where you engage with clients and prospects—from your first hellos and emails, phone and video calls, to conference rooms and restaurants. With his "return to the personal" philosophy, sales veteran Edwin P. Baldry breaks down the practices, principles, and protocols for successful business dealings and relationship-building. Via tips, tools, and humorous tales, Baldry shows how to tap into the often-overlooked power of manners to improve your business relationships, and how to transfer etiquette into sales performance.

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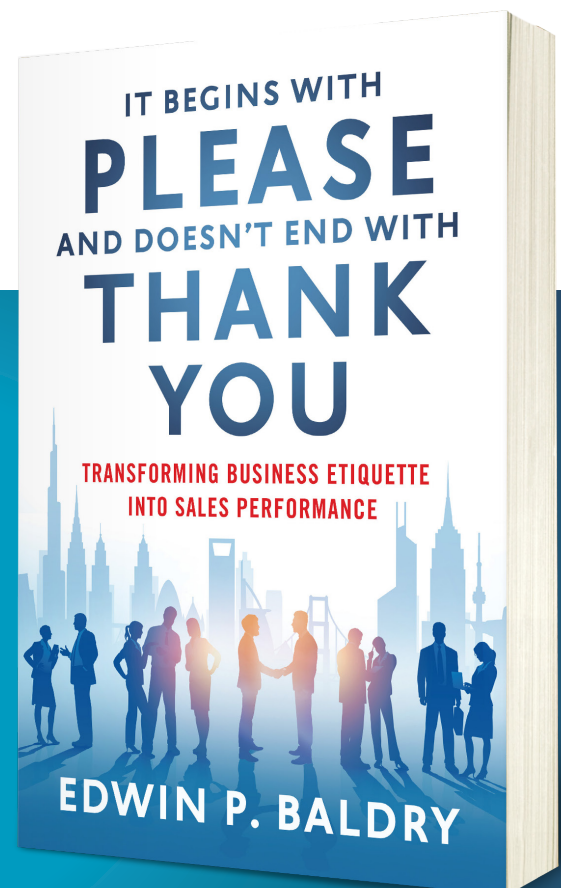
## THE STORY BEHIND THE BOOK

"Manners are part of the social contract. And that includes the business environment," Baldry says. "I believe this book will help you gain a better grasp of how to boost your business success, based on the foundation of manners, etiquette, respect, and gratitude. If you assimilate even one tool, borrow one trick of the trade, or perfect one technique from these pages, and that helps you win even one more deal, reading this book will be well worth your time, and mine."

*IT BEGINS WITH PLEASE AND  
DOESN'T END WITH THANK YOU*

*Transforming Business Etiquette into Sales Performance*

AVAILABLE OCTOBER 19, 2021



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## WHAT ED BALDRY BRINGS TO YOUR ORGANIZATION

**EPBCOMMS CEO & CO-FOUNDER EDWIN BALDRY** is a pioneer in the FinTech sector, a respected business communications strategist, and a proven entrepreneur. An accomplished industry thought leader and keynote speaker with roots in stand-up comedy, this 30-year sales veteran is a highly sought-after consultant for large corporations and mentor to promising start-up ventures across the globe.

As an accomplished public speaker and industry thought leader, Baldry has engaged audiences around

the world with his unique blend of humor and expertise. His many keynote speaking and moderator engagements include the Association for Financial Professionals, the Treasury Management Association for NYC, the Association of Corporate

Treasurers, the Luxembourg Association of Corporate Treasurers, Crane Data, TEXPO (a Finance & Treasury Management Conference), and numerous other industry events and groups.

"Funny and insightful! You will start incorporating these ideas and skills immediately and see the results."

—DARRYN MACKENZIE,  
VP of Sales,  
Jet Edge International

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Baldry can tailor a presentation for your organization to address:

- How to establish rapport, maintain strong business relationships, and become an active listener
- Mastering manners and etiquette to improve everyday business interactions, including phone, email, social, and in-person communications
- Applying the **F.A.C.E. the Day** mantra to your organization, creating a culture that believes in **Focus, Attitude, Control, and Empathy**
- Returning to work in a post-pandemic landscape, with insights on re-energizing your salesforce, re-engaging clients and prospects, and recovering your confidence
- The art of earning business and providing heroic customer service
- Improving morale through corporate standup that connects with employees and helps them embrace the challenges in their careers



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For media inquiries, please contact [media@greenleafbookgroup.com](mailto:media@greenleafbookgroup.com).