



ENTREPRENEUR, CONSULTANT, SPEAKER

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(602) 320-3099

Biography

Steve Watson has a diverse background and a lot of titles that can be put after his name - CEO, CFO, CHRO, and CPA. It could be intimidating, until you meet him.

Rather than riding the wave and seeking ever more important positions, Steve looks for ways to give back. He grew up on a sheep farm in Utah, earned his degree in business and international finance at BYU, got married, worked in accounting, and at the age of 26, moved to Brazil and took a job as finance director for a publicly traded company.

Five years later, in 2009, he moved his growing family back to the U.S and took a position as a CFO at a mid-sized social work company in Phoenix, Arizona. It wasn't long before they asked him to take on the role of Chief Human Resources Officer (CHRO), saying the roles were similar. He wasn't sure if they were kidding about that or not.

All the different titles he wears could be confusing, but Steve has found a unique way to put them all together and complement each other.

Continued...

This is especially true in his role as CEO of TrendBreakers, a consulting business where his extensive knowledge and skills meet to help other companies break the trend of rising healthcare costs. He is also a nationally known speaker, hosts a podcast three times each week, is a married father of seven, and is bilingual in Portuguese.

Steve blends it all together seamlessly because, at his core, he loves helping people, connecting them, digging into challenges and complex scenarios, and breaking them down, so they are understandable.

While he might not have imagined that his extensive knowledge and expertise would all come together in quite this way, Steve always

knew his goals would be more about others than himself. It was only natural that he would become dedicated to empowering his peers and sharing his knowledge so they can make better decisions.

In his world, numbers tell stories, and those stories can show Steve—or his peers, employees, or clients—how to save money and keep their budgets intact. What might seem overwhelming can, with Steve's guidance, give clarity, resulting in tremendous savings both now and into the future.

Steve is excited to show others how they, too, can learn how to maneuver in the world of insurance benefits, negotiate like a pro, save their budget, and be the hero their company needed.

About Trendbreakers

Trendbreakers was created to support Business Owners, Finance and Hr professionals, and frankly all employees to break the rising trend of healthcare.

At Trendbreakers, we believe that all of us want excellent healthcare at a fair price. However, over the last 15-20 years we've gone from a fair price to prices that are out of control. However, there are many employers and employees that have found solutions to break the trend.



We call these folks Trendbreakers and we're here to share our stories so you can replicate them. This is a place to bring your questions, build relationships, support each other, as well as celebrate wins! Let's help each other get what we all deserve!



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History Timeline

1997 - 1999

- » Service Missionary in Brazil
- » Became fluent in Portuguese.

2002

- » International Finance diploma from BYU

2004 - 2009

- » Worked in Brazil as a Finance Director

2009

- » Hired as CFO

2010

- » Added CHRO to title

October, 2010

- » Launched Summit Path Group - A consulting company that helps small to mid-sized businesses with HR, Finance, Tax, and Insurance help.

2012

- » MBA from ASU

2016 - 2019

- » Volunteered as Scoutmaster of a BSA Troop

2017

- » HR Certification (SHRM-SCP)
- » Licensed as a CPA

2019

- » Founded Trendbreakers



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Speaking Topics

1 How to Connect Better with CFOs

Are you nervous when face-to-face with a CFO? Do you have a lot of questions but don't know where to start, or if they would even be welcomed? Steve Watson has been a CFO and HR Director for more than 10 years at the same company. He is also a certified accountant and HR professional. As a result, he's been in awkward situations and is prepared to guide you on the best way to connect with CFOs, to ask the right questions, and how to learn from them. Get ready to 10x your networking skills!

2 Learn the Best Way to Connect with HR professionals

HR professionals might be intimidating, but Steve Watson wants to teach you the best, fastest, and easiest ways to connect with them. Learn to speak their language and find out why they chose to work with people in everything from recruiting to training, resolving conflict, and dealing with benefits. Once you do, chances are you will not only see them in a whole new way, you will be able to find ways to partner with them.

3 How to Get Your Budgets and Projects Approved

It's stressful planning and organizing your budgets and projects. Steve Watson understands this firsthand, from both sides of the budgeting fence. He has the experience to help you learn the steps you need to take, the information you need to include, and the way it needs to be presented to give you the best chance of moving forward.

4 How to Get a Seat at the Table with the C Suite

If it's been your dream to get a seat at the table with the C suite executives, this is for you. Steve Watson has been a CFO for more than 10 years and works with C suite executives every day, for many different reasons. He knows what makes them tick, how to speak their language, and, best of all, what it takes to get there. Let him show you the best way to get to the top of the emerging leadership heap so you can be noticed and invited in.



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Speaking Topics

5 Is Your Insurance Broker Working for You or the Insurance Companies?

Your health insurance premiums keep going up at an alarming pace each year, and your insurance broker looks at you and shrugs when you question it. Don't accept that! Steve Watson will give you step-by-step, critical information you need to realign incentives that get your broker working for you! Get ready to find savings without compromising on quality or raising employee costs.

6 The Five Things Your Broker Won't Tell You

There are things that your health insurance broker doesn't want you to know. Why? Money. The less you know, the more they earn. Steve is here to tell you these secrets, so you can find a way to keep more of those bucks in company coffers and still let your broker earn a decent buck.

7 Look Behind the Scenes World of Insurance and Become a Better Negotiator

Steve Watson is here to help you delve into the world of insurance. He describes it as "Peeling back the layers of an onion." This is information no one teaches aspiring HR professionals or CFOs. It took Steve years of exploration, collaboration, and talking with others to discover these truths and how to leverage the information in negotiations. Let him shorten your learning curve and walk out with information that will have a big impact on the way you do business.

8 How I Save Half a Million Dollars for My Company Each Year

Every year, Steve Watson is able to save his company half a million dollars, and he's ready to tell you his secret. He uses his extensive knowledge as a CFO, a certified accountant, and an HR professional to help you see how you can do that, too. Imagine what your company leadership will say when you do the same? Would it earn you a bonus or a promotion?



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