



C. LEE SMITH

President/CEO, SalesFuel



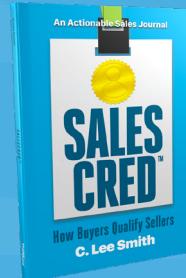
C. Lee Smith is the CEO and Founder of SalesFuel, a Columbus, Ohio-based firm that was named one of the **Top 10 Sales Enablement Vendors in 2020**, and Lee is also named by Selling Power as one of just 6 **Leading Sales Consultants** for 2020 worldwide.

He is also the author of "**SalesCred**," the definitive book on the #1 problem facing sales teams today - their lack of credibility among buyers. He has also written the Amazon international bestseller "**Hire Smarter, Sell More!**," a book that helps readers increase their bottom line by avoiding toxic employees and identifying and hiring sales rainmakers.

He enhanced his expertise in remote team management, leadership and coaching, and hiring in 2020 by becoming a Certified Professional Behavior Analyst, Certified Professional Axiologist, and Certified Professional Values Analyst.

Lee is a graduate of Ohio University and has earned a certificate in executive leadership from Cornell University. When not planning SalesFuel's next breakthrough tool or advising his clients, you can find him on his bicycle raising money for cancer research and other charitable organizations with his team, The Honey Badgers.

Connect with Lee @cleesmith on [Twitter](#), and on [LinkedIn](#). For more information about SalesFuel, please visit salesfuel.com.



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