

INCREASE BASED LEARNING SOLUTIONS

“Scaling You and You is Your Mission”

Keynote Speaker – Seminar Leader
– Finance and Business Expert – Former National TV Show Cohost

Gilberto Herrera is an entrepreneur with a focus on Increasing The Brand and financial awareness of everyone in business development. He was given the “King of Scaling People” because his goal is to increase the worth of individuals nationwide with programs tailored specifically to meet and exceed their revenue goals

He is the author of the book, *How To Scale You: Build a Brand, Leverage Marketing and Skyrocket Sales*.

Since 2007, **Gilberto** has worked with over 2000 individuals, worked with Fortune 500 companies and has assisted thousands to take their mastery to the masses, He recently became a Partner at Encore Bank, the fastest growing bank in the nation and serves as the Community Outreach Officer with a CRA focus.

Gilberto has earned the reputation where **companies and individuals trust for his financial expertise, sales business development experience** and he has a successful track record to prove it. **Gilberto consults with individuals and companies across the US, Canada, Panama, and Latin America**, delivering the Power of Increasing Your Worth in Life and In the Marketplace.

His story telling and strong skill as an experienced facilitator teaches seminar participants **“HOW TO TECHNIQUES”, “Easy to Digest Simplistic Approach”, and “Direct Implementation Strategies”** to gain the necessary skills to be successful in today's workforce and marketplace.

In 2019, TEDx Birmingham reached out to Gilberto to be on stage and share practical ways they can improve the livelihood of others in their communities.

Successful organizations like **McDonald's, Alabama Media Group, the American Marketing Association, Verizon Wireless, and over 100 companies** have invested in his ability to **increase their brand worth and revenue year over year, asking him to come back and work with them again and again.**

He is a regular contributor in **IPush Magazine. The New York Finance Magazine names him as a Top Entrepreneur to Follow in 2021.** He has also been featured in **CBS, NBC, Fox News, Miami News, and Houston Weekly News, The Birmingham Times, Voyage ATL and Shoutout Atlanta.**

