



## Richard Torrenzano

### Topics

Business and Management, Communication, Motivational Speakers, Safety and Security

### Travels From

New York

### Bio

Richard Torrenzano is chief executive of The Torrenzano Group, a reputation and high-stakes issues management firm specializing in building and protecting corporate reputations, helping clients grow their business and enhance brand and shareholder value.

Richard Torrenzano is a sought-after expert and leading commentator on financial markets, brands, crisis, media and reputation. To read his bylined articles or media interviews: [www.torrenzano.com/news](http://www.torrenzano.com/news)

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The Torrenzano Group *helps organizations take control of how they are perceived*<sup>™</sup>. For additional information: [www.torrenzano.com](http://www.torrenzano.com)

He co-authored the award-winning book, bestselling *Digital Assassination: Protecting Your Reputation, Brand, or Business Against Online Attacks*, published by St. Martin's Press.

He has extensive hands-on experience in global financial markets. For nearly a decade, he was a member of the NYSE Management (policy) and Executive (operations) Committees. And on the firing line as the Big Board's chief spokesman, he had a unique vantage on business, industry and media.

Rich has counseled chief executives and boards of international corporations in the United States, Europe and Latin America, as well as several heads of state.

His talks and text direct leaders to conquer competition in this era of intense government and public scrutiny, media proliferation and hype. He combines experience — managing some of the most visible global corporate crises in our lifetime, from market crashes, cyber-attacks, product recalls to terrorism — with exclusive behind-the-scenes insights of current events and history.

For full bio: [www.torrenzano.com/richardtorenzano.html](http://www.torrenzano.com/richardtorenzano.html)

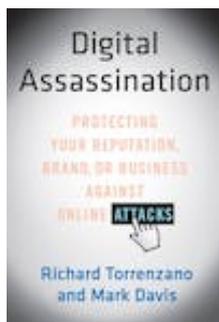
## SPEECHES

**Reputation and Digital** Some of the topics Richard touches on for this topic is "2023's Greatest Threat to Business are Cyber and Digital Attacks", "Digital Assassination: Protecting Your Reputation, Brand, or Business Against Online Attacks", and "You're in the News; Actually You Are the News...Now What?".

**Crisis & Reputation** This speaking topic consists of touching on "Meltdown: Managing a Corporate Crisis" and "Seven Sins of Crisis Mis-management". ?

**Conference or Offsite Game Changer -- Global or American Discussion** This discussion is dynamic, intellectual, interactive and humorous. Everyone gains an enhanced understanding of public decisions or views on an issue, topic, industry, company or organization. Entertaining and informative, this interactive program is for audiences of 100 to 5000. The 60-to-90-minute session consists of six to eight preselected panelists, each playing a specific role in discussing or problem solving an issue, current event, crisis or specific situation. As the scenario unfolds, Richard spices up the discussion based on news, historical events and professional experience. This program is interactive and an opportunity for all to partake and learn

## BOOKS



[Digital Assassination](#) Protecting Your Reputation, Brand, or Business Against Online Attacks

St. Martin's Griffin

Two leading reputation experts reveal how the internet is being used to destroy brands, reputations and even lives, and how to fight back.

## PAPERBACK

REVIEWS: "Richard Torrenzano was chief spokesman for The New York Stock Exchange for almost a decade, through bull markets and crashes, Wall Street scandals and countless mergers and acquisitions, as well as momentous regulatory actions. At times, he received more airtime on CNN than I did. He is a dynamic speaker, insightful, humorous and adroit at fielding tough media questions."

-- Myron Kandel, CNN founding financial editor

"Rich Torrenzano brings a wealth of communications and management experience to any audience hopeful of gaining insights on the "how to's" when facing adversarial or extraordinary circumstances. His NYSE crisis management during months surrounding the largest single day decline in the stock markets history, when the market dropped 22%, gives him a unique perspective on what to do when there is no previous experience to draw from. Rich delivers analysis and insights through stories which are enormously valuable, no matter the industry or challenges faced..... and does so in a manner that is spellbinding."

--Richard A. Grasso, retired chairman & chief executive officer, New York Stock Exchange, longest serving in NYSE 225 Year History

"Characterizing Richard Torrenzano speaking at a Forbes conference....'Who is to public speaking what Faberge was to the Arts!'"

-- Steve Forbes

"Richard Torrenzano is one of the reputation experts who understands cyber security and smartly addresses dystopian trends attacking the corporate and geopolitical spheres. To combat the kind of enemies that lie in wait, Torrenzano highlights remedies that packs a decisive punch. Through insightful commentary and cogent application of data analytics he unpacks strategies and counter strategies necessary to survive and compete in today's global marketplace".

--Jeffrey Cunningham, former publisher of Forbes magazine, editor-at-large of Chief Executive magazine

"There are many great corporate speakers. Richard Torrenzano is the winner at the top of this list. He differentiates because he carefully plans, tailors and delivers each presentation for the specific audience. He personifies motivational excellence. I have seen him on many occasions present to top business

leaders, as well as astute financial executives, managing complex and political issues with easy, humor and delivering lasting ideas and tools they can immediately apply to their business. He was also invited back to our conferences because he always received top ratings."

--Michael Jones, retired chief operating officer, Public Broadcasting Service (PBS), former senior executive vice president, NASD, Nasdaq, Amex, NASD Regulation

"Richard Torrenzano is captivating speaker, telling stories based on his broad experience and presented with a contagious energy that creates a remarkable level of audience engagement. He is one of the most sought-after experts, leading commentators and writers on brands, crisis, media, reputation and today's cyber risks. I have seen him design and deliver presentations for large audiences, as well as corporate off sights."

---Cono Fusco, former Strategic Managing Partner, Grant Thornton