



L. Greg Smith
President & Chief Executive Officer

“Preparation, persistence, confidence, and perseverance are the pillars for successful business initiatives, career and life transitions. Strategic networking and creativity provide unlimited growth opportunities and vast resources. Developing and maintaining strong business and personal relationships is the backbone of business and personal success. Honesty and integrity, consummate trust and credibility while completing the overall success profile. The combination of self-confidence, faith and a strong, open minded, positive attitude complete the structure of success.”

“Life is too short to worry or complain. ENJOY LIFE TODAY!”

L. Greg Smith’s background combines extensive business management, leadership development, executive coaching, consulting, recruiting, training, human resources, sales, and marketing experience. He develops and implements the strategic plan of B.E.S.T. and oversees its business operations.

As a senior sales & marketing executive, he also advises client organizations on leadership development solutions, talent strategies, sales methodologies, marketing initiatives, business strategies, career management, and outplacement services. He has marketed a full range of sales and leadership development programs and services to clients and has delivered these programs to C-Level executives, senior executives, front-line leadership, managers, occupational employees, graduate and undergraduate students, and group level participants. He has also presented and lectured on these topics. Greg has lectured at Seton Hall University, New York University, Rutgers University, Penn State University, Columbia University, and Fairleigh Dickinson University. He also currently conducts individual and cohort coaching for executives at all levels and entrepreneurs.

In an effort to provide a larger and more significant contribution in the Diversity and Inclusion area within corporations and have an enhanced beneficial impact on their client population and on a global basis, Greg has recently strategically enhanced B.E.S.T.’s Diversity, Equity, & Inclusion curriculum working with Senior Leadership at Fortune 500 companies on developing and improving their key DEI strategies and initiatives. As part of prudent leadership development, he helps clients synchronize strategy and talent to drive superior performance and works with organizations to design their structures, policies, roles, and responsibilities. His team helps them hire the right people to bring their strategy to life and positively impact profitability.

Previously, Greg consistently exceeded sales performance standards at Xerox Corporation, AT&T, Dun & Bradstreet, Lee Hecht Harrison, and Korn Ferry, while managing major accounts and leading account teams that managed national, and global accounts.

Greg holds a Bachelor of Science degree in Business Administration and Marketing from Seton Hall University’s W. Paul Stillman School of Business and holds over 85 Corporate and Business Training Certifications.

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