

# Professional Biography



*“You don't have to be great to get started, but you do have to get started to be great.”*

**Debbie Mrazek**  
The Sales Company  
Founder & Chief Sales  
Catalyst for Clients  
Worldwide

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Debbie Mrazek loves sales. That's why she named her highly successful consulting practice **The Sales Company**. Her vision of igniting sales for veterans and beginners alike fuels the company's services. Programs like Rent-A-Sales-Manager, The Sales Coach and The Sales Audit put The Sales Company on a fast track working with companies that have been seed funded to the Fortune 50. She is the author of 13 books, including *The Field Guide to Sales: The All Weather, All Terrain Guide to Selling!*

What Debbie loves even more than sales is empowering people to sell and achieve more. She focuses on a proven sales process developed during her 20-year career that started with technology giant Texas Instruments and continued through the technology outsourcing revolution. Her experience attracted other high-profile companies, and soon Debbie began working with the newly formed Compaq Computers as well as others like Abbott Laboratories, Tandy Electronics, Motorola and Alcatel, just to name a few. Her warmth and nurturing manner provide a safe haven for those who proclaim, "I HATE SALES!" She and her team help companies turn around sales - and profits - in record time. Debbie knows her craft and combines it with solid business knowledge. This dynamic combination allows her to offer keen insight and to pinpoint gaps in performance. Debbie's business savvy appeals to entrepreneurs and Fortune 50 CEOs. Her down-to-earth approach hits a home run with entrepreneurs and front-line salespeople.

A passion for the technology community in the Dallas-Ft. Worth Metroplex led Debbie to become a member of The Metroplex Technology Business Council, where she worked with others to develop the highly successful Third Friday Lunch Series. From there, the Business Council built a Texas-size technology awards event, Tech Titans, which honors the area's fastest growing tech companies. In 2006, after a dedicated 5-year term as the event chairman, Debbie was awarded the Tech Titan Community Hero Award for her volunteer effort not only with Tech Titans, but also with other technology community efforts.

Debbie has been recognized and nominated for awards by Altrusa International - Richardson Chapter, YWCA - Richardson Chapter, Tech Titans and many others. A local and national speaker, Debbie has spoken at blockbuster conferences such as IEEE, Profiles In Power and CISA. She also has emceed STARTech's STARTCamps and has moderated the company's stakeholder advisory boards for the past two years.

One thing you can't miss about Debbie is her amazing talent for connecting people. After several groundbreaking, structured networking events, The Sales Company rolled out The Ambassador Program, which brings together business leaders in an intentional way. The program's remarkable track record soon gained the attention of the Japanese government as well as others in India, Pakistan, Europe and Australia. Debbie has personally served as an Investment to Japan's Advisor for JETRO-Japan's External Trade Organization, working to bring together high-tech businesses in Dallas and Japan. The Ambassador Program works just as well within U.S. borders, uniting companies that want to tap into a rich network of industry contacts.

DSC Communications, Abbott Laboratories and Dresser Industries have honored Debbie with awards and special recognition for her efforts. Most recently, she was honored as a nominee for the Richardson YWCA's Women of Achievement Awards event.

Debbie holds a degree in Management with a specialization in Organizational Behavior from the University of Houston.

Aside from her busy professional life, Debbie has been married to husband Tommy for 28 years. They have two children, Jason and Jennifer, two beagles, Happy and Hayley, and Season the wonder cat.