

Biography



Paul Vitale

Empowerment Coach

By following his dream of helping others find their niche in life, Paul Vitale has become one of America's most sought-out professional speakers and trainers.

Since founding Vital Communications, Inc. in 1996, Vitale has authored several books, developed curricula based on his principles and proven concepts, and has delivered his message of affirmation to hundreds of thousands of people around the globe. His stress on the importance of a positive attitude, a strong work ethic, and other vital concepts, coupled with his energetic and enjoyable presentation style have made him one of America's most popular keynote speakers at hundreds of universities, meetings, conventions, seminars, and training conferences.

Clients he has had the pleasure of serving include ESPN Outdoors, the United States Postal Service, Southwest Airlines, the US Chamber of Commerce, the Washington Redskins, Landstar Global Logistics, the Georgia Department of Education, Tyson Foods, the Antiques Roadshow, the University of Kentucky, and Dole-Hong Kong.

As former director of the Convention and Visitors Bureau in Hot Springs, Arkansas, Vitale was head of the successful sales team responsible for bringing visitors, meetings, conventions, and trade shows to the city's 340,000 square foot convention facility. He was responsible for managing the CVB's \$1.4 million advertising and marketing campaign that helped attract over three million visitors annually. Prior to this, Vitale worked for the largest advertising and marketing firm in the state of Arkansas, Cranford Johnson Robinson Woods. His team was responsible for all of Arkansas' tourism promotion.

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Vitale has written the best-seller *Are You Puzzled by the Puzzle of Life?; Pass It On*, a collection of 365 inspirational quotes; and his latest book, *Sell With Confidence*. He has also recorded the audio CD *Live Life Like You Mean It*. Regularly, Vitale is a guest on television talk shows sharing his ideas and concepts. His expertise, energy and ability to encourage people to exceed their potential have been described by his audiences as extraordinary.

In his spare time, Vitale enjoys volunteering with Big Brothers/Big Sisters, Children's Hospital, and the Cystic Fibrosis Foundation. He is a graduate of the Leadership Greater Little Rock Program and was named one of the "40 under 40" by *Arkansas Business*. He currently serves on the Board of Directors of the Arkansas Travel Council, Inc.

Vitale is a native of Russellville, Arkansas. He graduated from the University of Central Arkansas in 1995 with a degree in mass communications and journalism.