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Possible Introduction Text for:

Elly S. Valas

As a decorated veteran of the retail wars herself, Elly Valas has spent the past 14 years sharing her experience and knowledge with independent retailers and the vendors who sell to them.

Elly is President and CEO of Valas Consulting Group, LLC. Its mission is to help clients build progressive, profitable businesses, increase their market share and take their organizations to the next level.

From 1992 through 2003, Ms. Valas was the President and CEO of The North American Retail Dealers Association (NARDA), a trade association providing training, consulting and business services to independent retailers in the consumer electronics, home appliance and furniture industries.

Prior to joining NARDA in, Ms. Valas spent over twenty years as a retailer in the grocery, sporting goods, consumer electronics and home appliance industries. In 1984, she became president of Valas Stores, Inc

Ms. Valas has written numerous management feature articles for *Dealerscope*, *TWICE*, *The Independent Retailer* and the Consumer Electronics Association's publication *Visions*. She has received the American Society of Business Press Editors (ASBPE) Editorial Excellence award. She is the co-author of *Guerrilla Retailing*.

She is a graduate of the University of Colorado and a professional member of the National Speakers Association.

Please join me in welcoming Elly Valas.

For further information refer to www.ellyvalas.com or info@ellyvalas.com