



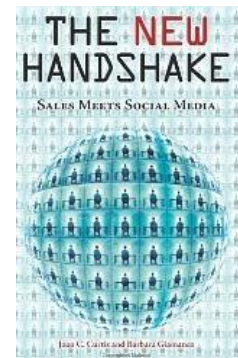
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Talent Builders CEO, Barbara Giamanco is the co-author of *The New Handshake: Sales Meets Social Media*. An experienced sales and social media consultant, speaker and coach, Barb was recognized by Inside View as one of the [Top 25 Influential Leaders in Sales](#). She has a proven, 30-year track record in generating sales and capped a corporate career at Microsoft, where she led sales teams and coached executives. Throughout her sales career, Barb has sold \$1B in products and services.

A sought after speaker and trainer, Barb speaks frequently on the topics of social media and the new world of social selling. She has keynoted executive events and facilitated programs with thousands of executives who consistently rate her as “exceeding their expectations”.

Barb’s new book – *The New Handshake: Sales Meets Social Media* has quickly become a popular resource for companies looking to understand how to integrate social media into their sales process. Barb has the business and sales experience, coupled with a deep knowledge of how to use technology to enable the sales process. She has been using social media in her own business for more than 7 years.



You’ll recognize a few of Barb’s clients, such as Earthlink Business, Insuperity, Sprint, Mass Mutual, Executive Forums, Microsoft, Marshall Jones, AGCO, Women in Insurance and Financial Services, American Society for Women in Accounting, GE Healthcare, Institute for Professionals in Taxation, MD&E, Payne Quest, Profitability Channel, Technical Innovation, StratAchieve, Responsibility Centered Leadership, University of Georgia, UPS Capital Insurance Agency, UGA’s Terry College of Business and Wrigley Manufacturing.

As an active member of the business community, Barb is the Past President of the Atlanta Chapter of Sales Marketing Executives International (SMEI) and she is the Chair for the Atlanta Women in Business 2012 conference. Barb was recently honored as a 2011 nominee for the Turknnett Leadership Character award, and she was the 2009 recipient of the Atlanta Women in Business “Results Count” award.