



Contact: Kate Barsby, Director of Marketing
Phone: 858-509-0582
Email: kb@talentsmart.com
Company Website: www.talentsmart.com

FOR IMMEDIATE RELEASE
January 21, 2020

TalentSmart, Inc. Announces Howard Farfel as New CEO

San Diego, CA, January 21, 2020 – TalentSmart, Inc., a global consulting firm specializing in emotional intelligence (EQ) training, assessments, certifications, and leadership and team development, announced that its board of directors appointed Howard Farfel as its new Chief Executive Officer, effective January 6, 2020.

Farfel succeeds TalentSmart’s co-founders, former CEO Dr. Jean Greaves and former President Dr. Travis Bradberry.

“We’re so pleased to welcome Howard’s seasoned leadership, business and industry expertise, and personal values to TalentSmart,” stated Dr. Greaves and Dr. Bradberry. *“We trust our clients will benefit greatly by his stewardship of the emotional intelligence body of work we have so loved creating.”*

Both Dr. Greaves and Dr. Bradberry plan to continue working in an advisory capacity for TalentSmart.

Farfel, with his vast experience in the training and development industry, brings over 20 years of experience in P&L management, business development, sales & marketing strategy, product development, customer relationship management, and brand identity. Prior to his appointment at TalentSmart, he served as President of the Ken Blanchard Companies, another leading consulting firm based in the San Diego area, from 2012 to 2019. Farfel also served as Executive Vice President of Sales and Marketing while at the Ken Blanchard Companies, and as Chief Operating Officer of Coaching.com.

“It’s an honor to join the TalentSmart team and help further the powerful mission that Jean and Travis established,” Farfel said. *“I am excited to help expand the awareness and understanding of their emotional intelligence research and the application of TalentSmart’s proprietary EQ training programs to positively impact people and organizations around the world.”*

Farfel holds a bachelor’s degree in economics/public policy from Duke University and a master’s degree in general management with honors from Stanford University.

Visit <https://www.linkedin.com/in/hfarfel/> for a full bio.

Founded in 2002, TalentSmart® , Inc. is the world’s premier provider of emotional intelligence. More than 75% of the Fortune 500 companies rely on TalentSmart’s products and services. The organization’s cutting-edge assessments are easy to use, based on rigorous research, and include their proprietary e-learning and Goal-Tracking System™. TalentSmart’s training programs and coaching services ensure new skills are applied immediately, and their #1 best-selling, award-winning book Emotional Intelligence 2.0 is a groundbreaking addition to the application of EQ in the workplace.

###