



ROB LEVIN

SPEAKER, ENTREPRENEUR

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ROB LEVIN is a serial entrepreneur with over 30 years of experience helping small and midsize businesses (SMBs) run their businesses *better*.

In 2018, he co-founded WorkBetterNow (WBN), a game-changing venture that provides US-based SMBs with exceptional talent from Latin America. WBN has already empowered hundreds of businesses to thrive in the face of the talent crisis.

Prior to co-founding WBN, Rob founded The New York Enterprise Report (NYER), a media company relied on by over 100,000 business owners and executives. The success of NYER drew national advertisers and led to the creation of the Small Business Awards for the tri-state area. Rob's deep understanding of SMBs not only drew widespread acclaim but also earned him national recognition, including being named Journalist of the Year by the US Small Business Association.

Before The New York Enterprise Report, he started his career as a "Big 6" CPA. Rob also held key roles as CFO, COO, and CEO in fast-growing businesses.



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WHY ROB LEVIN?

"Rob's expertise in business and entrepreneurship is exceptional. As one of the top speakers in the world on these subjects, my respect for Rob's insights runs deep. Rob's extensive experience and profound understanding of the entrepreneurial landscape enable him to offer practical, invaluable advice."

JACK DALY, WORLD RENOWNED SALES SPEAKER, TRAINER, AND BESTSELLING AUTHOR

"Rob's presentation topic was "Retain, Attract, and Prosper in Today's Talent Crisis." My CEO members took away ideas they can implement now to grow the business. Rob really understands what our members' challenges are, and he knows how to connect with them."

NORMA ROSENBERG, CEO COACH AND BUSINESS ADVISOR
VISTAGE MASTER CHAIR, NYC HYNDMAN AWARD WINNER

"Rob and his team helped us build a framework for attracting, engaging, and winning small business customers. Our marketing team gained valuable skills, becoming more focused and effective with a playbook that delivers results. Rob always over-delivers. Highly recommend!"

JILL NELSON, FOUNDER OF RUBY RECEPTIONISTS

AS SEEN & HEARD IN
UNDER30CEO Forbes



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SPEAKING TOPICS

RETHINKING TALENT- THE UPDATED PLAYBOOK FOR TODAY'S WORKFORCE

In today's rapidly evolving job market, the talent crisis is casting a shadow over the potential growth of small and midsize businesses (SMBs) in the US. Job openings are surging, surpassing the number of available skilled workers, resulting in a vicious cycle of long hiring times, skyrocketing salary expectations, dwindling efficiency, and declining productivity of the US workforce- especially for SMBs

In response to the talent crisis, SMBs should reevaluate their hiring strategies. The key ideas covered include:

- Not enough qualified applicants to fill SMBs' job openings
- The impact of declining productivity on SMBs
- The new rules for attracting and retaining talent
- New options and best practices for hiring, integrating, and managing remote talent
- Why AI and automation are no longer optional



DON'T HAVE AN ASSISTANT? YOU ARE ONE.

Business today is changing at an increasingly rapid pace. And it's critical that business owners and executives continually assess how customer expectations, buying habits, and employee expectations are changing and impacting their businesses. However, most face the challenge of finding time to prioritize those high-value, high-level activities.

Most often, they're wearing multiple hats and dealing with dozens of administrative issues. At the end of the day, they've spent an immense amount of energy on tasks of lower value. This constant cycle of busyness leaves them feeling drained while business objectives are not met.

This topic helps business owners and execs break free from the admin cycle by providing insights around:

- Understanding the critical importance of focusing on high-value work
- Realizing the true cost of spending time doing administrative work
- Thinking strategically about delegation
- Key considerations for hiring an assistant



FINDING AND HIRING OVERSEAS TALENT

Hiring remote talent once seemed impractical for small and midsize firms, yet today, forward-thinking business owners increasingly depend on remote workers. Recognizing the benefits of flexibility, access to a wider talent pool, enhanced productivity, and cost savings, they're now also tapping into overseas talent. This strategy addresses the shortage of affordable, productive workers, counters rising talent costs, and secures a competitive edge.

How businesses access the global talent marketplace has evolved considerably in recent years, as a surge of collaborative work technologies makes it easier than ever to bring on workers from around the world with the skills, experience, work ethic, and enthusiasm that businesses are looking for. So, how can your company take advantage of this big remote work opportunity?

This topic includes:

- Understanding the US talent crisis
- How hiring overseas talent creates a strategic advantage
- Which types of talent to hire
- Deciding where to source talent from
- Questions to ask an overseas talent provider



THE PERSONAL SIDE OF ROB

WHERE

- Rob was born in Brooklyn, NY and grew up in Fair Lawn, NJ
- Has lived in New York City since 1988, currently living in the Riverdale neighborhood of Bronx, NY
- Earned his BS in Accounting at SUNY Albany and his MBA from the Anderson School at UCLA

WHO

- Maria, Rob's wife, is an executive in the fashion business
- His son attends Brandeis University, and his daughter is in high school
- Their dog's name is Charlie (they say Charlie is a Golden Doodle, but she is more tan than gold)

WHAT

- Huge music fan and has seen over 1000 concerts
- He has been playing guitar since he was 13 and has played a few shows in NYC clubs
- Produced concerts in college, including Bob Dylan, The Red Hot Chili Peppers, Steve Miller, and Meatloaf, to name a few

WHY

- Rob has always looked up to entrepreneurs and business owners. He feels they are among the unsung US heroes.

