

A photograph of Rob Levin, a bald man with a goatee, wearing a blue blazer over a light blue checkered shirt. He is pointing his right hand towards the right side of the frame. A small microphone is clipped to his shirt. The background is a plain, light-colored wall.

# ROB LEVIN

ENTREPRENEUR, SPEAKER

[workbetternow.com/RobLevin](https://workbetternow.com/RobLevin)



**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.

Previously, Rob launched The New York Enterprise Report (NYER), a critical resource relied upon by over 100,000 business leaders, which also established the Small Business Awards. Rob's diverse background includes pivotal roles as a "Big 6" CPA, CFO, COO, and CEO, continually driving success and innovation in the SMB sector.

Rob insights are perfect for keynotes, webinars, podcasts, or other speaking events. His dynamic contact is the perfect fit for business owners and C-suite leaders ready to level up their organizations.



**BOOK ROB TO SPEAK**

## 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

*“Business owners struggling with talent, productivity and growth have so much to learn from Rob’s expertise. Rob shares ideas that you haven’t thought of before but, after hearing them, seem like common sense. This is critical information for any entrepreneur to stay ahead in today’s rapidly changing business environment.”*

**JOE ROMANO**, PRESIDENT, ROMANO & ASSOCIATES CPAS

*“The world of work is changing, and Rob Levin is tracking the trends. Look to Rob to find out how to deliver more productivity and client satisfaction with fewer resources, a priority for every business. Everyone talks about AI, but Rob knows how to actually deliver results with it.”*

**LEWIS SCHIFF**, CHAIRMAN, BIRTHING OF GIANTS FELLOWSHIP PROGRAM

## AS SEEN & HEARD IN UNDER30CEO Forbes



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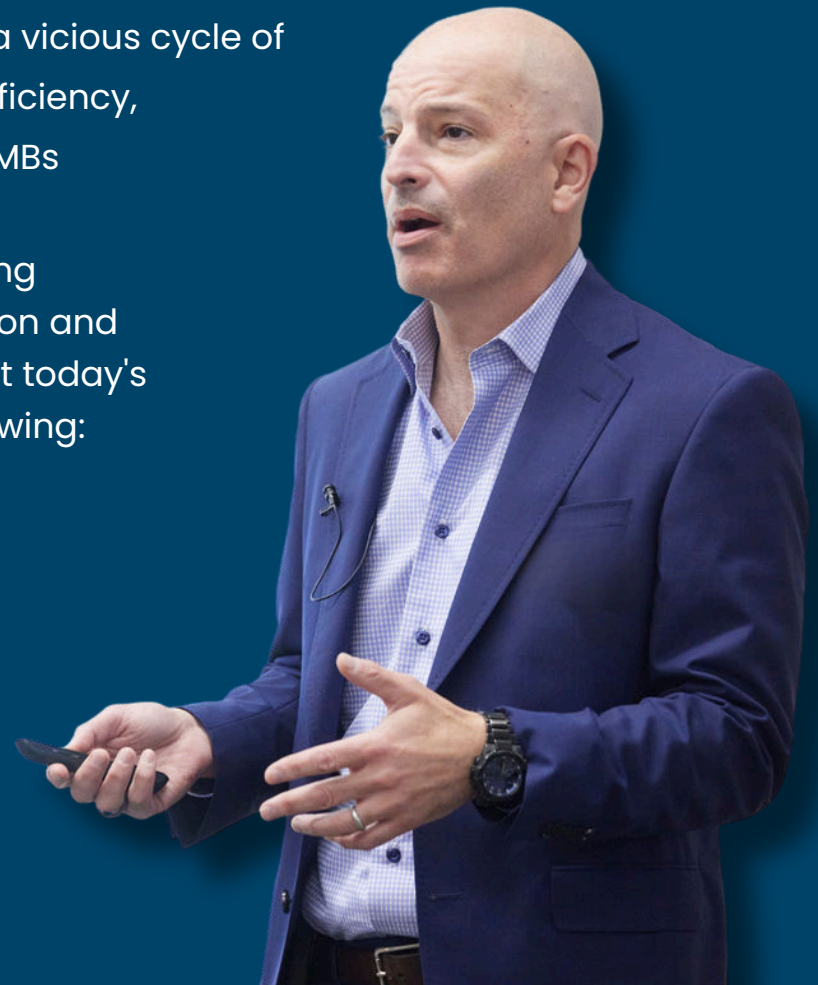
# SPEAKING TOPICS

## 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. Through his deep expertise in remote talent integration and management, Rob offers tailored, innovative solutions that meet today's unique challenges. His strategic approach emphasizes the following:

- 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.

Drawing from his extensive background and the foundational principle behind WorkBetterNow—that every business owner should have an assistant—Rob helps business owners and executives break free from the admin cycle with key 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?

With this topic, Rob helps business owners understand:

- The US Talent Crisis and its Impact on Small and Midsize Businesses
- 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

[\*\*BOOK ROB TO SPEAK\*\*](#)

# 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.
- 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.

