

# Get To Know Gil Gerretsen

GilTalks.com



**INTRODUCTION:** When you first meet (or even just observe) Gil Gerretsen, you are instantly aware that he is distinctly different. He has been called a marketing prodigy ... and his energy and confident style attest to his wisdom and his growing popularity as a business speaker. Gil is Founder and CEO of BizTrek International Inc. a growing alliance of "high potential" businesses intent on mastering 12 Triggers that ALWAYS produce more customers. BizTrek was formed in 1994 and is headquartered in Greenville, SC (USA).

**CREDENTIALS:** Gil discovered the allure of marketing and sales at an early age. In 1971, at the age of 16, he led a group of high school students in personal sales and to recognition as Canada's top student-run business. His reward? A trip to anywhere in the world he wanted to go (he chose 6 weeks in Europe). Gil is the author of many articles in the field of marketing and small business growth. His works have been published in numerous magazines and newspapers. He has published two books: *The Giraffe Principles (1999)* and *Susan's Song (2007)*. A third book is currently underway. With over three decades of experience in the field of marketing and sales, Gil has been recognized with multiple awards and recognitions, including appearances in the *Who's Who* directories every year since 1997.

**EDUCATION:** Gil graduated from the University of Calgary (Canada), where he earned a Bachelor of Commerce degree, with a specialty in Organizational Management and double minors in Marketing and Finance. Gil proved early that he is a go-getter because he earned this internationally recognized and intensive four-year degree in just 33 months ... while also working a 20-hour per week job! Upon graduation, his first action was to take a well-deserved two-month vacation camping up and down the American west coast.

**CAREER:** Gil spent his early career working for various national and international organizations as a marketing and fund raising trouble-shooter, developing a reputation as an effective turn-around guy. With a career that took him and his wife to 10 locations within 12 years (he has now visited 14 nations, 48 states and 6 Canadian provinces), he decided to finally settle in Greenville, South Carolina in 1992, having enjoyed the community during an earlier stint in the area.

**COMMUNITY INVOLVEMENT:** Gil has been very active in his community. He has been past Chairman of the Greenville Work Training Center, and a Board member for several organizations including the Greater Greenville (SC) Chamber of Commerce, the Clemson University Small Business Development Center, Greenville's Junior Achievement program, the Greenville Humane Society, Exercise Democracy and Greenville's Christian Businessmen's Committee. He has been a volunteer with Meals On Wheels. Working with (then) Congressman Jim DeMint, Gil was instrumental in bringing the SBA Business Information Center to the Upstate of South Carolina. He currently serves on a number of corporate boards.

**PERSONAL:** Gil was born in Rotterdam (Holland) and raised in Calgary (Canada). Following the loss of his first wife to breast cancer, Gil married his new sweetheart Vicki and they live in Tigerville, SC, a small community about 30 minutes drive north of Greenville. He has two step-children and three grandchildren. Gil enjoys spending his spare time at *Shining Star Sanctuary*, his retreat just off the scenic Cherokee Highway in the northern foothills of South Carolina. As time permits, Gil also enjoys Biblical studies, hiking, rails-to-trails biking, model railroading, and acrylic painting.

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