



Cindy Novotny
“Radical Mentor”
Consultant, Speaker, Author and Executive Facilitator
Managing Partner of Master Connection Associates (MCA)

Cindy Novotny is recognized by the American Society for Training and Development (ASTD) as one of nine most powerful and innovative speakers. Cindy has been branded the “Radical Mentor” by thousands of executives around the world for her straight forward, no nonsense approach to leadership. Cindy has been featured in *The Wall Street Journal*, *Training Magazine*, *Successful Meetings*, and broadcast live on the BBC. Cindy spans the globe speaking to vast audiences that range from line employees to top executives. She has shared the stage with global leaders such as former New York Mayor, Rudy Giuliani.

Hospitality Sales and Marketing Association International (HSMIA) recognized Cindy as one of the Top 25 Most Extraordinary Minds in Sales & Marketing. The Award is given for the most innovation, vision and achievement in the hospitality, travel and tourism industry.

Cindy founded Master Connection Associates and it is now one of the premiere international consulting and training organizations specializing in service delivery, sales and leadership performance. MCA’s work contributed to client success including The Ritz-Carlton Hotel Company earning an unprecedented two Malcolm Baldrige National Quality Awards, Alston & Bird, LLP Law Firm reaching number two on *Fortune Magazine’s* ‘100 Best Companies to Work For’ List and Barclays Bank (UK) becoming the #1 service provider in their competitive set while winning over 17 national and international service excellence awards...and counting.

Energy, passion, and drive guarantee Cindy’s message will captivate each person in her audience. Her targeted message and popularity has no boundaries as she addresses groups around the world. Her charismatic, humorous, no nonsense approach, combined with in-depth knowledge, bring an audience alive with reality-based skills and cutting edge training technology. Speaking topics include sales, customer service, leadership, conflict resolution, innovation, building dynamic teams and quality processes relative to service. Based on Cindy’s skill and expertise, MCA has built a client list that is truly a who’s who in virtually every aspect of the global industry including Hotels, Resorts, Convention Bureaus, Travel Agencies, Destination Management Companies, Retail, Insurance, Real Estate, Medical, Healthcare, Pharmaceutical, Legal, Financial and the U.S. Military. She has become an expert in the luxury consumer market.

As the author of the book **“LIVING WITH NO BALANCE...And Loving It!”** Cindy challenges people to feel good about trying to do it all and living in a less than balanced world. Her message applies to anyone interested in having a fulfilling life.

A true “road warrior,” she travels almost 50 weeks per year delivering her message to diverse groups of people and industries worldwide.