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SCIENTIFIC TRACK | DAY 1

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How to drive your business from a humble setup to a multi-million dollar company

Claudio Sorrentino
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Nothing worth having is ever easy.' So rightly said! However, my extended version of this quote says, 'Nothing worth having is ever easy and you make it even more difficult by plunging yourself into the wide realm of entrepreneurship'. So, why do people do it? If you ask me, you just can't help it when your mind is full of ideas and you feel like a born entrepreneur. You are so motivated to chase your dreams that you accept nothing but success. The problems that you come across during the process are part of the package and are surely not easy to surpass

but with the right attitude, you not only resolve them but you also learn to capitalize on them. In my session, I will share my story. No lies, no tales but purely my account of events. Starting from scratch to building an empire that I own today, I will take you along on this roller coaster ride. My aim is to share my experience to motivate and help. There are a lot of things that I wish I knew earlier but for you, I am ready to share all that I know and have learned from my experience. Let's jump in this bandwagon together and come out as glorious winners!

Speaking Session Key

Takeaways: By the time the session is over, you'll be able to: (a) Learn tricks of the trade and how to start a business. (b) Understand how to keep yourself motivated when the

tide is against you. (c) Master the humble attitude that you must maintain when you are on cloud nine!

Biography

Claudio Sorrentino is an entrepreneur, investor, mentor, and executive with over 20 years of business experience in the retail, medical, hospitality, and marketing industries. Being a serial entrepreneur, he is well experienced in establishing new businesses right from scratch and turning them into a huge success. His proven ability to quickly analyze key business drivers and develop strategies to grow the bottom-line are what he considers as his strongest points. Being an all-rounder, he possesses a strong knowledge of all business aspects especially, entrepreneurship, business development, finance, and operations. He left the nation's largest MedSpa to found Body Details and become its Chairman and CEO. Body Details is currently the largest provider of cosmetic laser services in Southeast Florida and is regarded as one of the nation's fastest-growing cosmetic laser service provider recognized by Inc 5000. He possesses a strong knowledge of all skin and body treatments, including skin rejuvenation, tattoo and hair removal.

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