



BARRY R. SCHIMEL

Barry is president of The Profit Advisors, Inc., located in suburban Washington DC. His business is the first management and consulting firm to specialize in designing, developing and focusing passionately on helping businesses discover and achieve their “bottom-line potential” by implementing “The Profit Enhancement Process.”

Barry set a new standard for business financial success with his co-development of “The Profit Enhancement Process.” His organization has uncovered a third of a billion dollars in recurring profit opportunities for clients throughout the world.

Barry is the co-author of the book *The Profit Game - How To Play - How To Win* (Capital Books). He co-developed the Profit Playbook software that assists businesses in realizing their profit potential. His newest book is *100 Ways To Win The Profit Game - Battle-Tested Strategies That Add Value To Your Business Now* (Capital Books). He is co-author of *The Profit Enhancement Report*, a periodic journal with a circulation of over 50,000.

- Barry is a coach in the profit game ... training his clients how to play and how to win. His clients improve their profitability - the skills necessary to recognize financial opportunities and the ability to turn ideas into bottom line results. He is passionate about making a positive difference for his clients, yet always warm in his sharing and caring manners, as evidenced by the hundreds of workshop attendees who have been delighted to learn from his profit coaching experiences.
- Barry is a highly sought-after association speaker on helping businesses discover and achieve their bottom line potential, profit team management, and adding value to businesses. He is featured as a keynote speaker for numerous business organizations.
- Barry is frequently quoted and interviewed as a leading expert on profit enhancement by a number of leading publications.
- Barry has conducted profit enhancement briefings for the American Management Association, National Automobile Dealers Association, The Young Presidents Organization, The Young Entrepreneurs Organization, The Executive Committee (TEC), The CEO Club, and a list of 100 others.
- Barry is co-founder of the Institute of Profit Advisors, comprising approximately 100 leading edge accounting and business consulting forms who use his system in helping their clients reach their profit potential. This system has revolutionized the way businesses generate profits, and has made a dramatic bottom line impact for their owners, managers, and employees.
- Barry serves on the boards of various organizations including the National Park Trust.
- Barry is the past president of the Association of Practicing CPA's.
- Barry believes: “There is nothing more unprofitable than doing unnecessary work more efficiently. Your profit attitude determines your profit altitude.”



The Profit Advisors

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