

Alice Schroeder

World's only authorised biographer of financier Warren Buffett

Available For:

- Keynote Speaking

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About

Alice Schroeder is a Bloomberg News columnist, BusinessWeek contributing writer, former regulator, all-star securities analyst and author of *The Snowball: Warren Buffett and the Business of Life*, a #1 New York Times and #1 Wall Street Journal best-seller.

The Snowball is a revealing and complete look at the life, wisdom and philosophy of Buffett, from the development of his outlook on the world and the principles he lives by to the business secrets he has never before shared publicly. Alice was the first and only analyst to obtain an interview with the famously reticent Buffett. Telling the New York Times, "I like the way she thinks and writes", he gave her unprecedented access to himself, his files and his network, devoting massive amounts of his time over the course of five years as she researched and wrote the book.

It remains the only authorised Warren Buffett biography, containing the definitive facts - provided by friends, family, files and of course Buffett himself - that might accurately reveal insight into the life of one of America's top investors and one of the world's richest men.

Alice Schroeder came to journalism armed with substantial business experience as a 15-year veteran of Wall Street and having been ranked at the top of her profession in the Institutional Investor All-America Research poll. A former managing director at Morgan Stanley, she began her career as an auditor for Ernst & Young and was a regulator with the Financial Accounting Standards Board, where she drafted some of the most significant accounting rules affecting the insurance industry. Her 54-page report for PaineWebber on Berkshire Hathaway in 1999 was the first comprehensive look at Buffett's company and became a best-seller.

Schroeder's editorials and articles have appeared in such publications as *The Washington Post*, *Bloomberg News*, *BusinessWeek*, and *The Huffington Post*. She has appeared on *The Today Show*, *Bloomberg's Taking Stock*, *Nightly Business Report*, *ABC World News Tonight* and various programs on *CNBC*, *CNN*, *NPR*, the *BBC* and *Fox Business*.

She currently is working on two further books: an investing book that will reveal for the first time exactly how Warren Buffett selected his investments and got rich; and another book on "adaptive entrepreneurship" for "the new normal" following the financial crisis and great recession.

Alice Schroeder is available for a limited number of speaking engagements offering her own expertise as a business analyst, as well as secrets learned from spending years with the "Oracle of Omaha".

Speech topics Include:

- * *Managing for Success with Warren Buffett: Easy, Safe, Profitable and Pleasant*
- * *In The Room With Warren Buffett*
- * *Buffett's Rules in Today's Investing World*
- * *Warren Buffett at the Crossroads of Life's Endings*
- * *Claim Checks: Warren Buffett's Decision to Give It Away*
- * *Women in Transition: The Art of Creative Change*

Video



Testimonials

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Alice weaves a fabulous story, talking about the personality of Buffet as well as the appetite for risk, the issues and concerns that go into his decision making, along with the financial debacles of the past couple of years. There were easily over 750 people in her session and the line at the book store to have Snowball signed was long! The attendees have given her rave reviews.

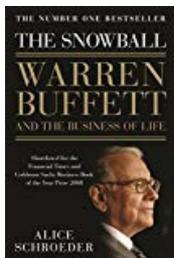
Association for Financial Professionals.

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She was the highest rated speaker at the conference. She was also fun to deal with in advance.

California Credit Union League.

Books and DVD's



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