

Kevin Coupe

*"Content Guy," MorningNewsBeat.com,
Author, "Retail Rules! 52 Ways To Achieve Retail Success,"
& Co-Author, "The Big Picture: Essential Business Lessons From The Movies"*

Biographical Sketch

Kevin Coupe has been a working writer all his professional life, and for the past two decades has been bringing to audiences all over the world a wealth of experience, provocative and contextual insights, unique worldview and serious levity about the world of business and consumers.

He is the author of "Retail Rules! 52 Ways To Achieve Retail Success," a guidebook for competing effectively and efficiently on Main Street. And he is the co-author, with Michael Sansolo, of "The Big Picture: Essential Business Lessons from the Movies," which uses film narratives to teach about leadership, marketing and surviving the workplace.

For more than 13 years, he's had his own website/blog - www.MorningNewsBeat.com - providing what he calls "business news in context, and analysis with attitude" to some 30,000 subscribers all over the world. An independent survey recently ranked MNB as the "top industry news and information site."

Kevin also is an adjunct faculty member of Portland State University's Center for Retail Leadership in Oregon, and has been an occasional contributor to Forbes.com.

In addition to speaking at hundreds of conferences in the U.S. and abroad and reporting from 45 states and six continents, Kevin has worked as a daily newspaper reporter, magazine writer and editor, video producer, bodyguard, and clothing salesman. He has supervised a winery tasting room (happily), run two marathons (slowly), driven a race car (badly), learned to box (painfully) and acted in a major (but obscure) motion picture.

At present, Kevin is working on a sequel to "The Big Picture," a novel, and a screenplay (that he describes as being a "black comedy about forward buying, just-in-time deliveries and slotting allowances").

He is married with three children, and lives in Connecticut.