



Craig Cortello is a contributing music writer to *Where Y'at* magazine and *AllAboutJazz.com*, having had the pleasure of interviewing such New Orleans music icons as Pete Fountain, Ellis Marsalis, Jr., and Henry Butler. He is also a 30 year veteran of the guitar, a self-taught pianist, and a composer. His original composition "New Orleans is the One I Love" served as the title song for the 2007 musical cabaret that raised nearly ten thousand dollars for Hurricane Katrina first responders.

In business, Craig is a 20 year veteran of manufacturing, engineering, and consulting firms, primarily in sales and sales management roles. He most recently served as National Sales Manager of Trinity Consultants, an environmental consulting firm with 28 offices in the U.S. and China. His articles on business creativity have appeared in various publications including *Industrial Engineering* and *Convention Forum* magazines.

Craig's signature speech, *Everything We Needed to Know about Business, We Learned Playing Music* is an entertaining and enlightening presentation that is ideal for corporate, academic, or community audiences. The content is based on Craig's book of the same name, a compilation of 32 CEOs and business professionals who played music as a child or adolescent and view that experience as a defining one in preparing them for success in their business endeavors.

He holds a Bachelor of Science degree in Industrial Technology from Southeastern Louisiana University. He serves as a board member of the National Speakers Association New Orleans chapter and of the Metairie Sunrise Rotary Club.

Craig is a native of New Orleans where he lives with his wife of 15 years, Kim and his son Michael.