



Larry Broughton

Larry Broughton is an award-winning entrepreneur and CEO, bestselling author, serial entrepreneur, keynote speaker, and former Special Forces Operator. As a former US Army Staff Sergeant, serving 8 years on Special Forces A-Teams (commonly known as the Green Berets), Larry has parlayed the lessons learned from his time in service to his country and applied them to the business arena attaining extraordinary success.

He is the **Founder & CEO of broughtonHOTELS**, a leader in the boutique hotel industry; and **yoogozi**, an inspirational online learning forum for leaders and high achievers.

Larry has received several business awards and recognition, including:

- Ernst & Young's "Entrepreneur of the Year®"
- National Veteran-Owned Business Association's "**Vetpreneur® of the Year**"
- Coastline Foundation's "Visionary of the Year"
- Passkeys Foundation's "National Leader of Integrity"
- Entrepreneur Magazine included his firm on their "Hot 500 List of Fastest-Growing Private Companies."

Larry has authored several articles and books on leadership, team building, and entrepreneurial significance including his newly released book, **VICTORY: 7 Revolutionary Strategies for Entrepreneurs to Launch Your Business and Elevate Your Impact and Transform Your Life** and **FLASHPOINTS for Achievers**.

His upbeat, creative approach to business and life has been featured in newspaper and magazine articles across the country. He's been a guest on news and TV programs on every major network, including multiple appearances on **CNBC's "The Big Idea with Donny Deutsch"**, **MSNBC's "Your Business" with JJ Ramberg**, and **Travel Channel's hit show, "Hotel Impossible."**

Larry has presented to, coached, and mentored thousands of current and aspiring leaders and entrepreneurs across the country. He has delivered keynote addresses and training programs on topics including entrepreneurship, leadership, and overcoming fear and failure to Fortune 100 firms, universities, non-profits, medical facilities, and even the Pentagon's Office of the Chairman of the Joint Chiefs of Staff. Larry has attended the Executive Program at prestigious Stanford University; studied Russian at the world-renowned Defense Language Institute; and Political Science at the University of California, Santa Barbara, and the College of San Mateo.

For more information on Larry, please visit [LarryBroughton](#), [yoogozi](#), and [broughtonHOTELS](#).