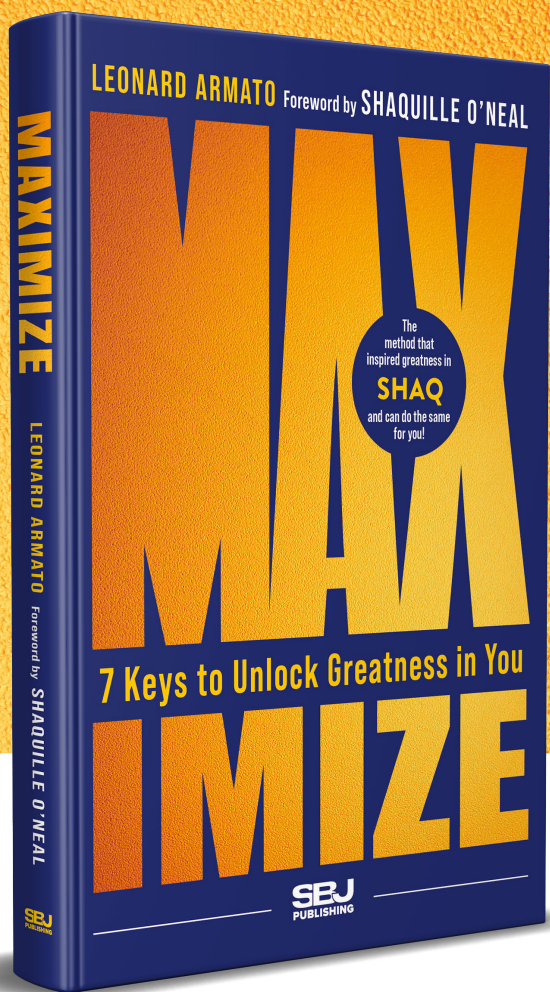




**MAXIMIZE YOUR CAREER
WITH THE 7 KEYS TO SUCCESS
FROM THE MAN BEHIND
SHAQUILLE O'NEAL'S BRAND.**

AVAILABLE NOVEMBER 10

**If you are serious about building your
personal culture for success, it's time
to go big. You need to maximize.**

In this accessible guide, entrepreneur and high-growth brand-builder Leonard Armato gives you the “7 Keys” to unlock your true potential. Armato brings these differentiators to life through actionable insights from working with entertainment industry titans such as Shaquille O’Neal, Oscar De La Hoya, Quincy Jones, and David Stern, as well as pivotal roles such as founding the AVP Pro Beach Volleyball Tour and elevating the Skechers brand.

Expand your career by learning how to forge meaningful relationships that open doors, craft a compelling value proposition that sets you apart, and develop resilience to persevere through adversity. *Maximize* also offers a proven daily regimen—simple, practical steps you can incorporate into your routine to prepare for the challenges that are waiting for you.

Playing a bigger game means transforming your mindset for actions that are rooted in excellence, focused on creating a legacy that lasts—not just for yourself but inspiring it in others. Whether you’re aiming for personal growth, stronger leadership, or entrepreneurial results, Armato provides the tools and mindset shifts necessary to exceed even your Shaq-sized expectations.

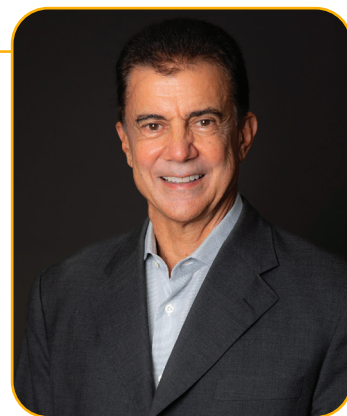
ABOUT THE AUTHOR

Leonard Armato is founder and CEO of Management Plus Enterprises (MPE) and a leader in developing, positioning, and building some of the biggest brands of the past generation.

He revolutionized athlete marketing by creating and building Shaquille O'Neal's "Shaq" brand and the "Golden Boy" promotions brand for boxer Oscar De La Hoya. Armato was founder and commissioner of the AVP Pro Beach Volleyball Tour, and created the FIVB World Championships of Beach Volleyball and the World Series of Beach Volleyball, the biggest sports/music/beach lifestyle event of its kind. Skechers became the world's number two athletic footwear company the year after Armato joined the company as chief marketing officer, and both were featured in *Advertising Age* as marketers of the year.

Armato's love for technology inspired him to launch Digital Media Campus (DMC), the first incubator designed to grow digital sports and entertainment companies. Quincy Jones, Pamela Anderson, Shaq, and other entrepreneurs launched businesses there. In addition, Armato created the NBA Technology Summit with Adam Silver, now the league's commissioner.

Armato regularly advises C-suite executives and is featured in ESPN's *30 for 30* documentary *This Magic Moment* and the HBO *Shaq* documentary. He lives in Manhattan Beach, California, with his wife, Holly McPeak, and has three children: Anthony, Elio, and Leonardo.



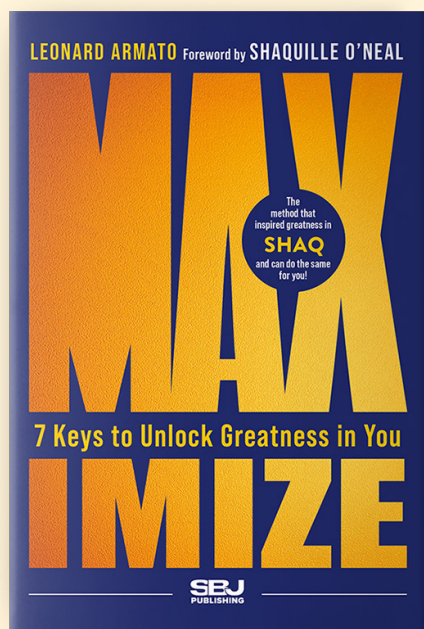
PRAISE FOR *MAXIMIZE*

"Leonard Armato has been a mentor to me, and *Maximize* reflects the same clarity, generosity, and real-world wisdom he brings to every relationship. The keys in this book are grounded in lived experience—and they offer a practical, repeatable path for anyone committed to becoming their best."

—STEPHANIE GALLO, Chief Marketing Officer, Gallo

"I've seen Leonard apply the lessons in *Maximize* many times over the years. He's been a pioneer in sports marketing and managed giants in the sports world. What worked for them can work for you if you take the opportunity to reach into Leonard's inspiring bag of tricks and apply them in your own life."

—ROBERT GREENBERG, founder/CEO, Skechers



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Leonard Armato is available for interviews, features, book events, speaking engagements, and appearances.

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