

William T. Aden, Sr.
Motivational Speaker and Uber Change Agent

10600 Chester Avenue; Penthouse # 2304
Cleveland, OH 44106

Built For This... A Profile In Overcoming Adversity
If I Can... You Can



Bill Aden represents the epitome of can do and focused on overcoming perceived obstacles. Born with a condition identified as brachial plexus, Brachial Plexus is a network of nerves that controls the movement and sensation of the upper limbs, including the shoulders, arms, and hands. Bill's medical challenge represented both acute and long-term challenges that most would not have been able to recover from. For Bill, he received the utmost of support from his family and a network of community enablers that allowed him to live his best life

. Consequently, he chose to give back to the community that had given him so much academically and spiritually.

Born from this humble beginning, Bill adopted the mantra: "from disabilities to endless possibilities." This philosophy allowed Bill to achieve unimaginable successes in High School athletics and attended the University of Cincinnati majoring in Business.

Throughout Mr. Aden's life, Bill has achieved and enjoyed his success by seeing challenges as how they should be rather than the measure of what the challenges are... He also found that the key to success is to respond to those around him regardless if his fellow collaborators were selfish or altruistic. He, demonstrably, works to bring both to the center recognizing that the most viable solutions are achieved in the gray; not black or white.

Bill also complements his problem-solving and motivational capabilities with being a highly empathic and dynamic personality affording him the ability to communicate with a high degree of authenticity gained from his experiences in both the private and philanthropic market places. Examples of Bill's contribution to both can be found in his work with The Spy Development Group; The Taylor Austin Group; Meridian eSports Gaming and Curriculum; and, his personal consulting firm... Athletes For America.

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In his capacity as Chief Executive Officer and Founder for Athletes For America, Bill has grown his commitment to contribute to disenfranchised communities by collaborating with others and enjoyed demonstrable fortune by working with and for celebrated professionals such as: Kyrie Irving; Campy Russell; Allen Iverson; Clark Kellogg; Corey Fuller; Antonio Bryant; Darryl Talley; and, Andre Thornton to provide life affirming and motivational programming for parents and students within the Cleveland Metropolitan Area Schools and Charity Organizations.

Coupled with his volunteer and philanthropic experience, his corporate experience has been realized from fortune five hundred organizations like former communications leaders, WinStar and Sprint Communications along with the Nevada based Financial Planning group, Appreciation Financial... makes him the idea candidate to give voice to what it takes to achieve success.

Additional leadership associated with athletes who give back, Bill was hand selected by his Men's Ministry founder and former ESPN host Chris Broussard to lead seventy-five (75) young men on a week-long crusade at J.A.M. Camp on the campus of Athletes in Action. Consequently, Bill's group achieved the coveted position of first (1st) place in the competitive segment of managing youth for service to the community and was promoted to partner with the organization's \$24 million dollar expansion.



A synopsis of his corporate and professional development includes, but are not limited to:

- Transitioning clients from asset accumulation to wealth distribution as a Retirement Income Professional;
- Managing over fifteen (15) major accounts with combined monthly recurring charges in excess of \$1.2 million dollars while consulting clients to receive an optimum return on their investments through a "turn-key" solution that met their overall business initiatives;
- Serving as Vice-president for Marketing for The LeBron James Family Foundation Bike-a-thon where he led the design and promotion of communications. In this role, Aden was responsible for coordinating all activities within the internal and external teams responsible for building the program's operational infrastructure. The highlight of the event was being chosen as the only staff member out of 300 staffers to be placed at the finish line as an inspirational greeter with Gloria James;
- Acting as a virtual manager, preemptively, for new hire candidates presenting innovative ideas to call center clients on trends, analysis of target strategic fit, market drivers and long-term outlook. Along with managing his own Promotions Company;

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- Featured on Cleveland's national CBS Network and affiliate, The Plain Dealer and Call and Post Newspapers respectively, "Aden is Winner" chronicles the remarkable athletic accomplishments and personal triumphs of this highly resourceful overachiever.

For decades Bill has not only studied the science of achievement, he's mastered it by observing and interviewing successful leaders and collaborating with them to create results that advanced the potential of others.

While this list is not exhaustive, Bill remains relevant in delivering impactful speeches on social and business trends, drawing insights from various industry leaders he considers thought leaders in their fields:

- **Marketing:** The LeBron James Family Foundation Bike-a-thon;
- **Hospitality and Entertainment:** Sherwood Herndon, Herndon International Hotel Properties;
- **Housing and Municipal Governance:** Blaine Griffin, Cleveland City Council President;
- **Community Outreach and Youth Development:** Bob Ivory, Students of Promise;
- **Author and Education Advocacy:** Sandy Womack, Founder of The Ohio Education and Prevention Association;
- **eSports and Gaming Curriculum:** Byron K. Dillard, MeridianEsports.com;
- **Information Technology:** Byron K. Dillard, EPICpg.com;
- **Construction Management:** Byron K. Dillard, MeridianHD.com; and,
- **Entrepreneurship and Real Estate Development:** Tony George, The George Group Corporation.



HERNDON INTERNATIONAL HOTEL PROPERTIES



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Given an opportunity to serve, Bill provides his audiences with irrefutable perspective on what it takes to be successful. He can do so because he enjoys the attributes that most motivational speakers have: authenticity and relatability; empathy and emotional intelligence; confidence and charisma; and, a commitment to serve others. Moreover, Bill brings to his audiences the ability to inspire actionable change that leads to measurable improvements in personal and professional development by delivering high-impact perspectives that allow audience members to absorb his message and endeavor to emulate his success by creating actionable takeaways, fostering personal growth, and promoting individual and organizational improvements.

The depth and breadth of Bill's audiences can be found in the list of those who've recently requested that he share with them his life perspectives. Though, again, not exhaustive, this is a microcosm of those who have scheduled his presence over the next twelve (12) months:

- Past Performance / August 2024 - Book storytelling: East Cleveland Public Library. The East Cleveland Public Library is a school district library serving the city of East Cleveland. Members of the Board of Trustees are appointed to a seven-year term. In their roles, the seven-member Board volunteers their services to the library and the community at large.
- Past Performance / October 2024 - Book storytelling: Lakewood Public Library
Lakewood Public Library first opened its doors on May 19, 1916 with only 10,000 books to offer the burgeoning streetcar community that built it. The little Carnegie Library on Detroit, founded by early Lakewood residents as an investment in the future, was the seed of its success. That tradition of excellence continues to this day as Lakewood Public Library is consistently ranked among the best libraries in the nation, competing with large institutions far outside its weight class, while proudly remaining a local library.
- Planned Presentation / Curriculum partnership: Louisville (KY) Family Resource and Youth Services Center. The division provides administrative support, technical assistance and training to local school-based Family Resource and Youth Services Centers (FRYSC). The primary goal of these centers is to remove non-academic barriers to learning as a means to enhance student academic success.

Each center offers a unique blend of programs and services determined by the needs of the population being served, available resources, location and other local characteristics. The Louisville School District consists of 850 Centers and 1200 schools;

- Planned Service Requirement / Professional development: Mayfield City Schools is a public school district in Cuyahoga County, Ohio, that serves the communities of Gates Mills, Highland Heights, Mayfield Heights, and Mayfield Village;

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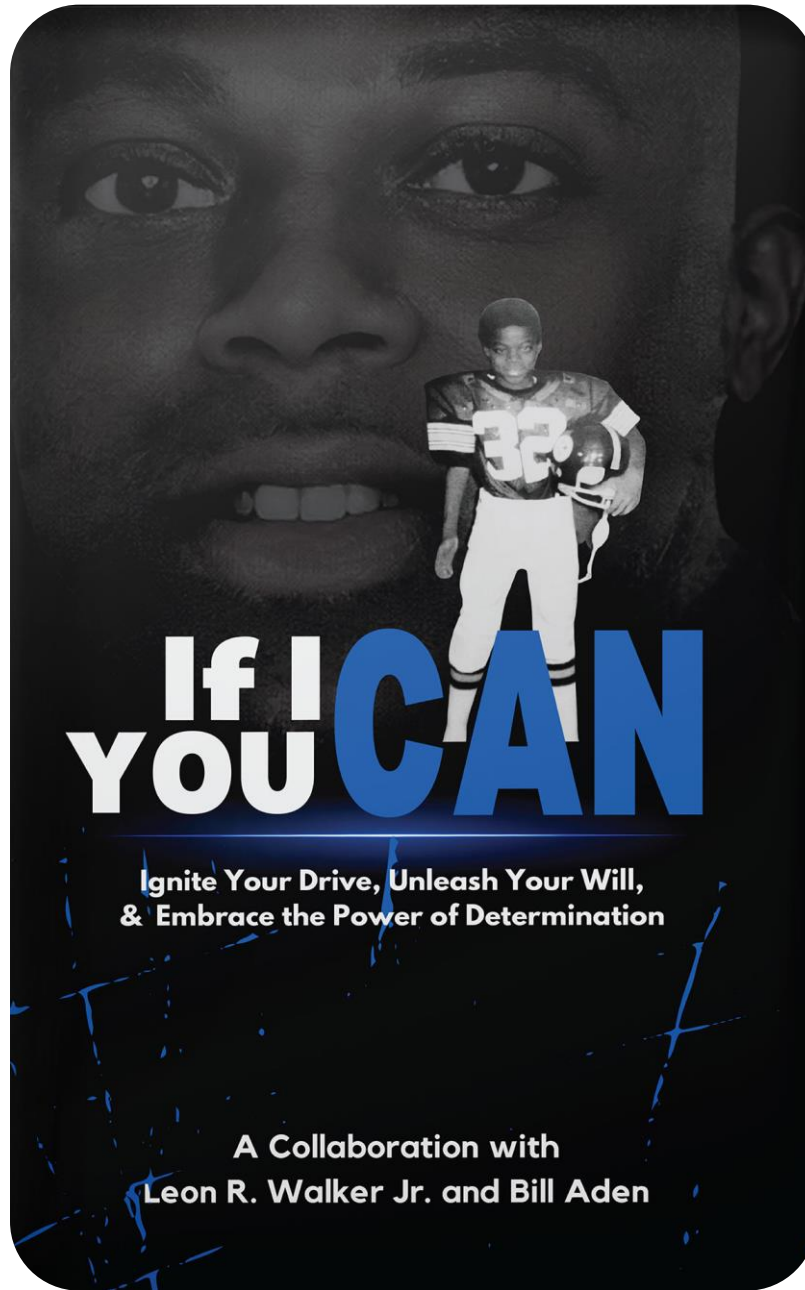
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- Planned Service Requirement / Professional Development: CH/UH Schools. For more than 100 years, the Cleveland Heights-University Heights (CH/UH) City School District has been one of the most storied and successful school districts in Northeast Ohio. CH/UH serves a vibrant, diverse community, made up of Cleveland Heights, University Heights, and a section of South Euclid. CH/UH educates more than 5,200 students each year, from Pre-Kindergarten through 12th Grade, in seven elementary schools, two middle schools, one high school, a career and technical education consortium, an alternative options school, an early childhood learning center and a school for students with emotional needs.
- Planned Service Requirement / Keynote Speaker: London, England 2025; and,
- Planned Service Requirement / Keynote speaker: Aguilera, Nigeria 2025.



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SHAW HIGH SCHOOL
15320 Euclid Avenue, East Cleveland, Ohio



UNIVERSITY OF CINCINNATI
2600 Clifton Avenue, Cincinnati, Ohio

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<https://youtu.be/jpNHdhD-6E8?si=krdGMoe5knwWH554>

