

Mo Bunell Bio

Mo Bunnell helps complex organizations grow by scaling business development skills across their organizations and creating a growth-oriented culture. He's the author of *The Snowball System*, the host of the video podcast *Real Relationships Real Revenue* and the founder of Bunnell Idea Group (BIG), who has trained over 15,000 seller-experts at over 400 clients, all over the world.

BIG's clients have used Mo and his team's GrowBIG® training to give their experts a system for growth that creates raving fans, gives a comprehensive business development framework and is, dare we say, is fun to use.

Mo started out his career as an expert himself, passing all the actuarial exams to earn their highest designation: Fellow of the Society of Actuaries. Today, Mo gets most excited working with BIG's clients that usually fall into two camps: professional service firms like BCG, King & Spalding and Sotheby's and service-based companies like Aetna, Constellation Energy and TransUnion.

Mo lives in Atlanta with his wife of nearly 30 years, his two daughters (when they're home from college) and their miniature donkey, Louie Hamilton.