



**ROAD WARRIOR  
INSIGHTS**  
*bringing the joy and ease back to travel!*

## Biography

### Education

- BA, the University of Denver, Major--Communications and Languages, 1967.
- MBA, Fordham University, 1976.
- MSC, The New Seminary, 1986.
- MStH., The New Seminary, 1987.

### Positions Held

- President, The Herman Group
- CEO, Employer of Choice, Inc.
- Active Member, Future Labor Trends Thought Leader Panel, Human Capital Institute
- Publisher of Weekly FREE Herman Trend Alerts
- Former Managing Director, The Workforce Stability Institute, a non-profit research and education organization

### Books Published

- ***Impending Crisis: Too Many Jobs, Too Few People***, Oakhill Press, 2003.
- ***How to Choose your Next Employer***, Oakhill Press, 2001.
- ***How to Become an Employer of Choice***, Oakhill Press, 2000.
- ***Workforce Stability: Your Competitive Edge***, Oakhill Press, 2000.
- ***Lean & Meaningful: A New Culture for Corporate America***, Oakhill Press, 1998.

### Memberships

- Founding Member, Association of Professional Futurists
- World Future Society (Professional Member)
- American Society for Training and Development
- National Speakers Association (Professional Member)
- Institute of Management Consultants
- Mensa



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### Designations

- Certified Management Consultant, by the Institute of Management Consultants
- Certified Speaking Professional, by The National Speakers Association

### Publications Featured In

- ***Who's Who in America***
- ***Who's Who in American Women***
- ***Who's Who in the East***
- ***International Who's Who of Business Executives***
- ***Who's Who in Professional Speaking ...and numerous print and broadcast media***

Joyce Gioia is a Strategic Business Futurist concentrating on relationship aspects of the future. This arena includes workforce and workplace trends, as well as consumer, education, and business-to-business trends. Joyce is President of The Herman Group, a firm serving a wide range corporate, trade association and governmental clients on an international basis. Through consulting, speaking and training, Joyce helps clients position themselves for success in the future. Joyce has served clients on six continents and in 43 states.

Focusing on what will be most valuable for her clients and audiences, Joyce tailors her messages to what is most needed with an emphasis on take-home value, practical tactics and strategies that can be put to work right away.

To reach an even wider audience, Joyce has co-authored five books with her partner Roger Herman. These books are focused on what employers *must do* to attract, optimize, and hold onto their best employees. Joyce approaches Human Resources from an *Internal Marketing* perspective, taking external marketing concepts and strategies and applying them within the organization.

A respected professional speaker and trainer, Joyce has earned the designations Certified Management Consultant, the highest certification granted by The Institute of Management Consultants, and a Certified Speaking Professional, the highest certification granted by The National Speakers Association. She is also a Founding Member of the Association of Professional Futurists as well as being an active Professional Member of the National Speakers



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Association and The World Future Society. Joyce contributed a regular column to *The Future Magazine*, as well as *Sky*, Delta Airlines' award-winning in-flight magazine.

Joyce Gioia holds a bachelor's degree in languages and communications from The University of Denver and a masters in Business Administration (specializing in Marketing) from Fordham University. She also holds masters degrees in Theology and Counseling from The New Seminary. Joyce's career includes a wide variety of industries and fields, including hard goods, soft goods, wholesale, retail, and direct marketing. At the age of 28, she was the youngest magazine publisher in the country, publishing *The Complete Buyers Guide to Stereo/Hi-Fi Equipment* for Service Communications Ltd.

Often quoted in the national media, like *Industry Week*, *The Christian Science Monitor*, *Entrepreneur Magazine*, *Business Week*, *The Wall Street Journal*, and on *National Public Radio*, Joyce is recognized as one who not only knows what's coming, but can communicate that future very effectively. She has also appeared on numerous radio and television talk shows and was featured in an episode of *New Attitudes* on the *Lifetime Cable Network*.

Joyce is listed in ***Who's Who in America***, ***Who's Who in the East***, and the ***International Who's Who of Business Executives***.