

ABOUT DERRON STEENBERGEN

Derron Steenbergen is the President and Founder of The Swagger Institute, a training and consulting organization specializing in fundraising, sales, leadership development, and motivational speaking. Through engaging seminars and hands-on training, Derron helps professionals and organizations develop the skills and confidence needed to succeed.

He is also a founder and partner of the Ten Minute Trainer Network, one of the nation's leading online training platforms designed to provide practical professional development for leaders and teams.

Before launching Swagger, Derron spent many years as Chief Revenue Officer for Commonwealth Broadcasting Corporation, a company that owns and operates 17 radio stations across Kentucky. With more than 30 years of broadcast sales experience, Derron began his career as a local direct sales representative and steadily advanced through the ranks of sales leadership.

His passion for training sales professionals eventually led to the creation of The Swagger Institute, where he now works with organizations nationwide. More recently, Derron recognized a growing need for sales-based fundraising strategies in the nonprofit world and launched Golden Rule Fundraising, the nonprofit division of Swagger Institute.

Derron is known for teaching simple, actionable steps that help sellers and fundraisers create real results. His high-energy, audience-engaged presentations have made a lasting impact with audiences across the country, both in person and virtually. He has been described as "the most relatable sales guy in the country" and "a modern-day Zig Ziglar."

Derron previously served as Chair of the Kentucky Broadcasters Association and spent several years on the KBA Board. He remains active in civic and community organizations throughout South Central Kentucky.

A graduate of Western Kentucky University, Derron lives with his wife Krista and their three daughters, Logan, Lyn Dawsyn, and Landry. When he's not training leaders or inspiring audiences, Derron enjoys relaxing with a good cigar... and proudly holds the title of Certified Bald Eagle Watcher.



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