



## **DAVID LYTLE**

David Lytle has an economics degree from Stanford University & his J.D. from University of Arizona, James E. Rogers College of Law.

Mr. Lytle is a non-practicing lawyer, speaker, and entrepreneur who has helped hundreds of business owners and companies effectively convey their messaging online and in person. His insights regarding the psychology of generational communication, customer attention acquisition, and integrating story into business systems and sales processes have allowed several small businesses, tech start-ups and non-profits to scale significantly over the last 10 years while deepening their brand value.

His philosophy regarding business centers on helping raise the overall value of each life touched. He now focuses on helping those of the African diaspora acquire the necessary skills and systems necessary to close the wealth gap in America and on the African continent.