



## ARTBAUER

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### **Art Bauer - Chairman of the Board, On-Demand HEALTH Media<sup>™</sup>, LLC**

As Chairman of the Board, Art Bauer actively guides the direction, innovations, and sound business practices of On-Demand HEALTH Media<sup>™</sup>, LLC. He is a savvy, goal-driven business consultant—continually driving the organization to deliver superior-quality, cutting-edge solutions that benefit individuals and corporate America.

Mr. Bauer's extensive expertise and more than 25 years of experience in the fields of training, motivation, and video production have made him the leader in the video training industry.

Mr. Bauer was the founder, President, Chief Executive Officer, and the guiding inspiration behind American Media Incorporated (AMI), the largest soft-skill video training company in the world. Under Mr. Bauer's leadership, American Media grew to two and half times the size of its nearest competitor. For eight years, AMI had a compound annual sales growth of almost 20 percent. AMI video products were sold in over 70 countries. And as Mr. Bauer likes to say, the company employed 132 great people.

Before founding American Media, Mr. Bauer was a Vice President with Batten, Batten, Hudson and Swab, a management consulting company.

Mr. Bauer graduated from the University of Nebraska at Omaha with a degree in film and television, and continued his education with graduate studies at San Francisco State University. In San Francisco, he managed a large television production facility for the U.S. Navy (as a civilian). After moving to Iowa, Mr. Bauer became the program manager for KDPS TV, and then the production manager at Iowa Public Television.

Mr. Bauer was twice nominated and was named as a finalist twice for the Entrepreneur of the Year Award by Ernst and Young. He has produced and directed more than 1,000 films and videos, and has published over 50 books. Mr. Bauer has also written an inspirational/motivational book and CD entitled 7 Seconds! Mr. Bauer and AMI won over 130 prestigious national and international awards.

As a recognized consultant and speaker on management, selling, and motivation, Mr. Bauer has presented seminars across the United States, and in Africa, South America, Europe, and China.

Mr. Bauer served as President for two years and as a board member for 11 years of the national Training Media Association.

After selling American Media, Mr. Bauer founded a new company, EIC Incorporated, to produce and distribute training products, specializing in the areas of management and sales videos. His first project was the long-awaited The Story of the New One Minute Manager, a dramatic story based on the book The One Minute Manager<sup>™</sup>.