



ROB LEVIN

ENTREPRENEUR, SPEAKER, AUTHOR

thenewtalentplaybook.com/roblevin

ROB LEVIN is a serial entrepreneur with over *30 years of experience* helping small and midsize businesses (SMBs) run their businesses better.

In 2018, he co-founded WorkBetterNow (WBN), a game-changing venture that provides U.S. SMBs with exceptional full-time talent from Latin America. Today, WBN is a proud Inc. 5000 company and has helped hundreds of businesses grow despite an increasingly challenging talent market.

Rob is the best-selling author of *The New Talent Playbook: The Ultimate Guide for Building Your Dream Team*, author of *The New Talent Playbook Substack*, and host of *The New Talent Playbook Podcast*, where he shares practical insights on building and leading high-performing teams and driving breakthrough results. Previously, he founded *The New York Enterprise Report*, a trusted resource for more than 100,000 business leaders and the platform behind the *Small Business Awards*.

Rob's career spans leadership roles as a Big 6 CPA, CFO, COO, and CEO, consistently driving results in the SMB space. His practical and game-changing insights resonate with business owners and C-suite leaders, making him a strong fit for keynotes, webinars, podcasts, and executive audiences ready to level up their organizations.



ROB'S BEST-SELLING BOOK

THE NEW TALENT PLAYBOOK: THE ULTIMATE GUIDE FOR BUILDING YOUR DREAM TEAM

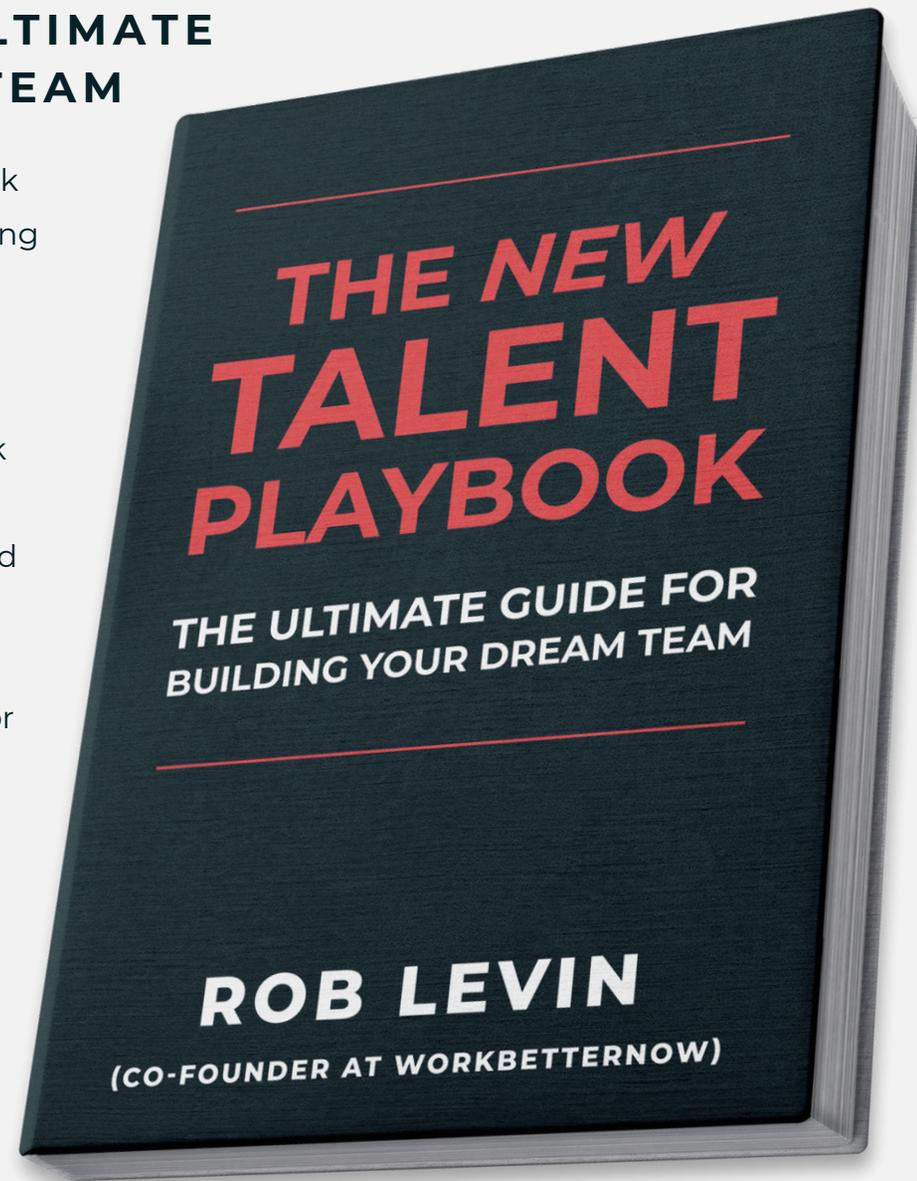
In *The New Talent Playbook*, Rob Levin shares the proven framework behind WorkBetterNow's explosive growth and the strategies helping thousands of SMB leaders build high-performing teams in today's talent crisis.

Written specifically for small and midsize business owners, the book delivers a practical roadmap for attracting and retaining top talent, building culture by design, leveraging remote and global teams, and using AI to scale smarter.

It's not theory or corporate HR jargon — it's a real-world playbook for leaders who are tired of doing everything themselves and ready to build a team that truly drives growth.

"Culture is the operating system; skills are the apps. This book shows how to build that kind of team on purpose. It's practical, immediately usable, and a smart roadmap for any entrepreneur serious about building a high-performing team."

— Verified Amazon Review ★★★★★



WHAT PEOPLE SAY ABOUT ROB

“Rob Levin brings practical, real-world thinking to the challenges CEOs face today—whether it’s building stronger teams, leveraging offshore talent, or driving growth without chaos. His frameworks push business owners to think differently and give them tools they can actually use.”

Mark Taylor, Master Chair, Vistage NYC

“Rob’s expertise in business and entrepreneurship is exceptional. As one of the top speakers in the world on these subjects, my respect for Rob’s insights runs deep. Rob’s extensive experience and profound understanding of the entrepreneurial landscape enable him to offer practical, invaluable advice.”

Lewis Schiff, Chairman, Birthing of Giants Fellowship Program

“Business owners struggling with talent, productivity and growth have so much to learn from Rob’s expertise. Rob shares ideas that you haven’t thought of before but, after hearing them, seem like common sense. This is critical information for any entrepreneur to stay ahead in today’s rapidly changing business environment.”

Jack Daly, World renowned Sales Speaker, Trainer, and Bestselling Author

AS SEEN & HEARD IN

Forbes

UNDER30CEO

Inc.



“Rob brings a fresh perspective to the challenges business owners face when it comes to finding and developing staff. His ideas are novel and practical—something that every business owner will be glad to hear!”

Darrel Amy, Founder, Value Creation Engines, Co-Host of Culture From the Heart

HOW TO BUILD A DREAM TEAM

The pace of change in business has accelerated—and the way talent must be led and managed has shifted with it. High performers have more options, expectations are higher, and it's harder than ever to attract and keep great people. Many companies are still hiring, leading, and retaining like it's 2016—and paying for it with execution gaps, churn, and leadership overload.

In this flagship session, Rob translates The New Talent Playbook into practical, high-impact moves that improve hiring, retention, and performance—without a reorg or “culture reboot.” Attendees leave with a focused 90-day action plan tailored to their company.

WHY THIS / WHY NOW

- The pace of change has accelerated—and execution breaks when teams can't keep up.
- The Talent Shift changed what high performers expect and respond to.
- It's harder to attract and keep great people, and the old playbook is producing weaker candidates and higher churn.
- CEOs need a modern, practical approach that improves hiring, retention, and performance together—without major overhauls.

OUTCOMES

- Simple changes to hire better candidates faster, retain top performers, and raise performance standards—without turning the company upside down.
- A 90-day action plan built during the session: 3–5 priorities, first steps, owners, and success measures.
- Clear sequencing—what to do first, and what to do next—so momentum sticks.

PRACTICAL TOOLS & TAKEAWAYS

- How top candidates evaluate your company before they apply—and quick upgrades to improve your “talent pull.”
- Specific moves to strengthen selection, retention, and accountability without adding complexity.
- Where remote/offshore talent and AI-enabled workflows fit (and don't), so the approach is realistic.

Formats:

Keynote/Breakout (45–60) · Executive Session (60) · Interactive Workshop (90–180)

SPEAKING TOPICS

DON'T HAVE AN ASSISTANT? YOU ARE ONE.

The pace of change in business keeps accelerating. And that makes one thing more important than ever: owners and executives must spend their time on the work that only they can do—building key relationships, advancing big deals, refining strategy to keep up with change, mentoring their leadership team, and making the big calls that shape the company. How they spend their time has a major impact on the results—and trajectory—of the company.

While owners and executives should spend roughly 80% of their time on high-impact work, most are lucky to spend 20% there. Many, at the same time, spend 50%+ of their week on lower-payoff activities—often without realizing it. This creates an enormous opportunity cost.

In this session, Rob Levin shows leaders how to increase executive capacity by leveraging an assistant the right way—so delegation actually sticks and time gets reinvested into the people and priorities that drive results.

Attendees will walk away with:

- A clearer definition of the work only they can do—and where to reinvest more time
- A practical way to diagnose where their time is really going (and what it's costing)
- A delegation approach that works in the real world—not just in theory
- Key considerations for hiring and leveraging an assistant effectively

Formats:

Keynote (45–60 min) · Exec. Session / Breakout (60 min) · Interactive Workshop (120–180 min)



SPEAKING TOPICS

THE GAME-CHANGING IMPACT OF DEPARTMENTAL ASSISTANTS

Growth demands more throughput, but adding another expensive hire is slower, riskier, and more costly than it used to be. Meanwhile, every department is drowning in “work around the work”: follow-ups, coordination, reporting, scheduling, inbox/CRM cleanup, vendor chasing, status updates. That workload quietly steals time from your key contributors—and shows up as slower cycle times, more mistakes, and burnout.

In this session, Rob Levin shows how departmental assistants are the hires that multiply results without multiplying payroll. They're the closest thing to adding hours back into your team's week—without anyone working harder—by absorbing low-payoff activities so your highest-impact people can stay focused on the work that drives revenue and execution.

Attendees will walk away with a clearer understanding of:

- How departmental assistants help you drive more results without adding another expensive hire
- What to delegate vs. what must stay with department leaders—and why
- How this approach reduces burnout and helps you keep your strongest players
- Where AI/automation meaningfully reduce workload
- The first conversation to have with a department head to scope this correctly and avoid common failures

Formats:

Keynote (45–60 min) • Exec. Session / Breakout (60 min)

MORE ABOUT ROB

Rob Levin was born in Brooklyn and grew up in Fair Lawn, New Jersey. He has lived in New York City since 1988 and currently resides in the Riverdale neighborhood of the Bronx with his wife Maria, an executive in the fashion industry. They have two children, one at Syracuse and one at Brandeis University, and a dog named Charlie (a Golden Doodle who is more tan than gold).

Rob holds a BS in Accounting from SUNY Albany and an MBA from UCLA Anderson. A lifelong music fan, he has seen more than 1,000 concerts, has played guitar since he was 13, and has performed in clubs around New York City. While in college, he produced concerts for major acts including Bob Dylan, the Red Hot Chili Peppers, Steve Miller, and Meat Loaf.

WHY ROB?

- Serial entrepreneur with deep operational experience as a CPA, CFO, COO, and CEO
- Co-founder of WorkBetterNow, a fast-growing nearshore talent partner, that is helping hundreds of SMBs increase productivity through better talent
- Best-selling author of *The New Talent Playbook*, a guide to building high-performing teams
- Host of *The New Talent Playbook Podcast*, where he interviews business leaders on modern talent strategies
- Former publisher of *The New York Enterprise Report*, relied on by over 100k business leaders
- Experienced speaker to Vistage groups, EOS audiences, and leading business podcasts
- Believes entrepreneurs are among America's unsung heroes

➔ BOOK ROB TO SPEAK

 [Read Rob's Book](#)

 [Listen to Rob's Podcast](#)

 [Subscribe to Rob's Substack](#)