

# Dr. Michael T. George

EXECUTIVE LEADER · KEYNOTE SPEAKER · AUTHOR

*“Dr. Michael T. George is an executive leader, keynote speaker, and author of *The Detour Advantage*™ — a framework for turning disruption into direction.”*

## BIOGRAPHY

Dr. Michael T. George is an executive leader, keynote speaker, and author whose work sits at the intersection of organizational performance, strategic leadership, and human potential. With more than **30 years of executive experience** across consumer, retail, digital, and services-driven organizations, he brings a rare combination of enterprise depth, technology fluency, and practical wisdom to every engagement.

He is the creator of **The Detour Advantage**™ — a practical framework developed and applied across multiple industries during real moments of pressure, disruption, and change. His forthcoming book of the same name is currently in literary agent negotiations and is scheduled for publication in 2026. The book addresses a question that every leader eventually faces: when the plan breaks, how do you respond with clarity instead of panic?

As **VP of Engineering & Technology at Avooq**, and as founder of the software-as-a-service platforms ytxt.me and Revyewed, Dr. George operates at the intersection of enterprise leadership and emerging technology. His executive track record includes a particular strength in building high-performing global teams from dysfunction — walking into fractured organizations and rebuilding loyalty, performance, and shared purpose from what is already there.

Dr. George is the author of three previously published books — *My Story of America*, *Author of Liberty*, and *3:16: The Story of God* — published through Post Hill Press and distributed by Simon & Schuster. His work has drawn endorsements from US Senator Jim DeMint, Lt. Gen. William “Jerry” Boykin, LtCol Oliver North, US Congressman Barry Lowdermilk, and Brad D. Smith, President of Marshall University and former Chairman & CEO of Intuit.

He speaks nationally to corporate, executive, and faith-based audiences — on topics ranging from navigating disruption and AI strategy to global team performance and client communication. **Every engagement is crafted specifically for the event, the audience, and the moment.**

## AT A GLANCE

<b>CURRENT ROLE</b>	VP of Engineering & Technology, Avooq
<b>FORTHCOMING BOOK</b>	The Detour Advantage™ · In literary agent negotiations · 2026

<b>PUBLISHED WORKS</b>	My Story of America · Author of Liberty · 3:16: The Story of God
<b>PUBLISHER</b>	Post Hill Press · Distributed by Simon & Schuster
<b>EXPERIENCE</b>	30+ years executive leadership across multiple industries
<b>SPEAKS ON</b>	Disruption · AI Strategy · Team Performance · Client Communication

## ENDORSEMENTS

*“We spend much of our lives focused on the destination, only to discover that the greatest lessons are often found in the unexpected turns along the way. In *The Detour Advantage*, Michael George provides a compelling roadmap for transforming adversity into opportunity and uncertainty into momentum. This book will resonate with leaders, dreamers, and anyone facing a road they didn’t plan to travel.”*

### **Brad D. Smith**

President, Marshall University · Former Chairman & CEO, Intuit

*“Most of us have experienced a moment when the path forward suddenly disappears. Michael George has written the book I wish existed during some of the hardest decisions of my own career. This is not a motivational book. It is a manual for clear thinking and decisive action in the moments that matter most.”*

### **Jim DeMint**

Former U.S. Senator, South Carolina · Former President, The Heritage Foundation

*“A valuable collection of real life stories which combine to paint the colorful and even majestic portrait of America, the greatest nation on the face of the Earth. These stories will inspire you to preserve and defend our Constitution.”*

### **LtCol Oliver L. North, USMC (Ret.)**

Author · Broadcaster · Former National Security Advisor

*“These new stories will inspire and encourage you in a time when America needs your help to reclaim its First Principles.”*

### **Lt. Gen. William “Jerry” Boykin, USA (Ret.)**

Founder of Delta Force · Author, *Never Surrender*

## MEDIA & BOOKING INQUIRIES

For interview requests, speaking engagements, podcast bookings, publisher inquiries, and media commentary, please use the inquiry form at [michaeltgeorge.com/media-kit](https://michaeltgeorge.com/media-kit). All inquiries receive a personal response within 24–48 hours.