

Larry Broughton Bio



Larry is an award-winning serial entrepreneur, best-selling author, keynote speaker and business thought-leader. He is the Founder/CEO of [broughtonHOTELS](#); a nationally recognized, multi-unit, award-winning hotel company and Co-founder/CEO of [Broughton Advisory Group](#), a strategic planning, leadership development and training company. Larry is a former US Army Staff Sergeant and served 8 years on Special Forces A-Teams (commonly known as the Green Berets). He has successfully parlayed the lessons learned from his time in service to his country and applied them to the business world.

Larry has received several business awards, including Ernst & Young's *Entrepreneur of the Year*®, the National Veteran-Owned Business Association's *Vetpreneur*® of the Year, Coastline Foundation's *Visionary of the Year*, and Entrepreneur Magazine included his firm on their *Hot 500 List* of Fastest Growing Private Companies.

Larry's keynote speeches on leadership, dealing with fear and failure, building elite teams, and achieving enduring success are highly popular with corporate, small business, governmental, and non-profit audiences nationwide. He is a recognized thought-leader in the rapidly growing military veteran entrepreneur movement and actively partners with leading organizations such as the [Institute for Veterans and Military Families \(IVMF\)](#) to train, coach, and mentor hundreds of current and aspiring "vetpreneurs" each year.

Larry has authored numerous articles and several books on leadership, team building and entrepreneurial significance, including [VICTORY: 7 Entrepreneur Success Strategies for Veterans](#) (with Phil Dyer) and has been featured in newspaper and magazine articles across the country. He has also been a guest on news and TV programs on every major network, including multiple appearances on CNBC's *The Big Idea* with Donny Deutsch. Additionally, he's a featured contributor to [U.S. Veterans Magazine](#), [Vetpreneur Magazine](#), and [OC Metro](#). In 2005, Larry launched [Broughton Quarterly](#); a life, style, and travel magazine for guests, clients and rainmakers at [broughtonHOTELS](#).

Dedicated to life-long learning, Larry has interviewed hundreds of successful entrepreneurs and CEOs on the topics of business, leadership, entrepreneurship and significance. He has attended the Executive Program at prestigious Stanford University; studied Russian at the world-renowned Defense Language Institute; and studied Political Science at University of California, Santa Barbara and College of San Mateo.

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