



## **Jeff Harbeson**

Jeff is the Director of Marketing for The Foresight Companies, LLC. He is responsible for leading our company into the future by providing the finest level of service to our clients and elevating Foresight to a whole new level of market presence and reach by social media. Jeff has demonstrated a drive as a business person, an industry leader and brings experienced leadership on the battlefield of funeral industry innovation. Jeff knows about marketing a professional firm to tomorrow's consumer.

Jeff started his funeral service career as a Sales Representative for Batesville Casket Company and had the opportunity to work with over 500 funeral homes assisting owners and directors with merchandising their products, training and formulating business strategies. During his tenure, Jeff discovered a need for developing a lean funeral home operating model with an emphasis on providing a "positive funeral experience." As one of the Founders of the Family Choice Funerals & Cremations™ brand Jeff combines firsthand experience gained from managing and operating a funeral to provide training and Accounts Receivable Management solutions to funeral directors.

Jeff is a regular funeral industry guest speaker at conventions and meetings including the Asia Funeral Expo in Macau, China. As co-host with Ryan Thogmartin on the Funeral Nation TV web show, Jeff's reach and influence in the funeral industry continues to broaden.

His Funeral Commander Blog has become a popular read globally in over 60 countries where Jeff offers his insights, opinions and humor from his perspective on varied subjects. Jeff has been published in several funeral periodicals including the Funeral Business Advisor, American Funeral Director, The Director (NFDA), Southern Funeral Director, American Cremation & Cemetery, Connecting Directors and various newspapers.

Jeff attended College of the Albemarle, Elizabeth City State University and is a graduate of the North Carolina Military Academy. After serving 20 years in the North Carolina Army National Guard, Jeff retired at the rank of Captain. During his service, Jeff received numerous awards and citations including the Meritorious Service Ribbon and he is a Veteran of Operation Desert Storm. As a Platoon and Senior TAC Officer at Officers Candidate School, Jeff trained over 400 enlisted and non-commissioned officers to become commissioned officers and leaders, some still serving in combat today. Jeff currently resides in Phoenix. In 2017, he is looking forward to his family joining him full time in Arizona.