

Q&A with Bob Reina, CEO and Founder of Talk Fusion Helping People go from “Average” to “Extraordinary”



Bob Reina
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Interview conducted by:
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CEOCFO: *What was the vision when you founded Talk Fusion and what is the focus today?*

Bob Reina:

My vision has stayed the same since the day I founded Talk Fusion: to help people go from “average” to “extraordinary.” That vision is the core of everything we do, from our product innovations to our global business

opportunity. See, when I first had my “Ah-ha” moment and realized that video was going to be huge—huge enough to completely revolutionize the way people communicate and market their businesses—I knew that combining the power of email with the power of video would help business owners and entrepreneurs around the world get noticed and become more profitable. Hence the invention of Video Email, and the killer strategy to help people go from average to extraordinary. And since I absolutely love the direct selling industry—it completely transformed my life and many others’—I made sure to structure our business model in that way, to give people the opportunity to earn extra income by sharing this groundbreaking product with others. I want my business to impact others the same way the direct selling industry has impacted my life.

CEOCFO: *What path led you to Talk Fusion?*

Bob Reina:

In 2004—long after I had retired as a policeman in order to pursue direct selling full-time—I was in North Carolina looking at a house I was interested in buying, when the idea for Talk Fusion came to me. I had tried to send a quick video of the property to my mom in an email, but it couldn’t go through. AOL said it couldn’t be done. That’s when it hit me: what if there was a seamless way to send video through email? What if it ends up changing the world? And there you have it; there’s the beginning of Talk Fusion.

CEOCFO: *Where does your experience as a police officer come into the picture?*

Bob Reina:

Being a police officer taught me that you always have to be on your toes, you’ve got to be on the lookout at all times. I’ll never forget the sergeant who’d tell us during high-speed chases, “Look where you’re going, not where you are. Look where you’re going, not where you are!” You always have to look to the future and plot your next move. I’ve taken that same philosophy with me over to Talk Fusion and, as a result, I can proudly say that our company culture of forward thinking and innovation has greatly attributed to our success.

CEOCFO: How does Talk Fusion make people's lives better and empower them to pursue their dreams?

Bob Reina:

Through the Talk Fusion business opportunity, any person—it doesn't matter where they live, what kind of education they've had, what they do for a living, or how much they know about sales—has the opportunity to be their own boss, set their own hours, follow a simple system, and earn extra income that can make a *true* difference in their lives. It's liberating. You know, there are so many people around the world that are yearning for more, but they don't know how to get it. When we're little, we have big dreams, but then life happens and we push those dreams to the side—we forget them. But Talk Fusion is where dreams meet technology. We're providing people with the tools, support, proven system for success, and company culture they need to succeed and become the best version of themselves.

CEOCFO: Giving back is part of Talk Fusion as it is part of your fabric? Why?

Bob Reina:

I have always been passionate about helping people. It's why I became a police officer; it's why I founded Talk Fusion. I'm blessed to have had great success over the years, and so I feel like it's my duty to reach out to others and change lives. I call it "Servant Leadership."

CEOCFO: Would you tell us about donating over one million dollars to the Tampa Humane Society?

Bob Reina:

I have an affinity for pets and their unconditional love—always have, always will. So I am very active in the community, doing whatever I can to give back to local animal causes. I hate to hear about a loving pet in pain or being euthanized early due to lack of funds. Breaks my heart. So a few years ago, I donated \$1 million to the Tampa Humane Society—the largest donation in their 100 year history—to create a low-cost vet services clinic for people who could not afford to get their animals checkups, shots, spay and neuter services, diagnostic tests, and more. It was the best million I've ever spent.

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CEOCFO: How do you decide where to focus your attention with some many in need of assistance?

Bob Reina:

There is no set criteria, honestly. A variety of different causes, from orphanages to animal charities and more, have come to my attention and struck my heart at different times, and for many different reasons. When that feeling hits, I know it's time to give. It's just what I do.

CEOCFO: How does Talk Fusion participate in giving back? How do you encourage your team?

Bob Reina:

At Talk Fusion, our business model allows people to become so successful, that they can give back. That is how I continue to leave my legacy of Servant Leadership. I lead by example through my philanthropic work, and along the way those acts have inspired many, many Associates to do the same—giving back to their communities and their churches, and even donating to disaster relief causes.

CEOCFO: How does it feel to see the effects of your generosity? Does it ever become somewhat routine?

Bob Reina:

It's never, ever routine. Giving back is always an emotional experience unlike any other. I love to see and catch up with families, animals, and people I've helped months or even years after the fact. To hear how my generosity has made a difference in their lives is simply priceless.

CEOCFO: What is ahead of Talk Fusion? What is next for Bob Reina?

Bob Reina:

I'm just going to keep doing what I've always been doing: looking ahead to the future. Leading the charge at Talk Fusion. Innovating and changing lives. That's the Bob Reina way!