



## Kevin Brown

### AUTHOR

Most service organisations have a strategy on paper and a culture in practice, and the gap between the two is where customers are lost. Frontline teams know what excellence looks like; they do not consistently choose it under pressure. Closing that gap is a behavioural problem, not a process one, and it is where most engagement and customer-experience programmes quietly fail.

Kevin Brown is a keynote speaker and author who helps organisations turn culture and service excellence into a daily, personal-accountability practice on the front line.

### Kevin Brown's 2026 Biography

#### AVAILABLE FOR

- Speaking

### Why organisations work with Kevin Brown

- He brings the operator's view. Twenty years inside SERVPRO's leadership team, helping build a franchise system into a billion-dollar category leader, gives him direct credibility with sales, service, and franchise audiences that academic culture speakers cannot match.
- The HERO Effect is a usable framework, not a slogan. It gives frontline teams and managers a shared language for personal accountability that survives the flight home from the conference.
- He sits comfortably in front of mixed audiences: sales kick-offs, franchisee conventions, dealer meetings, and customer-experience summits. The same material lands with technicians, agents, and senior leaders.
- Repeat-booking proof. His client list, which includes American Express, Delta Air Lines, PayPal, ExxonMobil, Chick-fil-A, and Ernst and Young, reflects organisations that buy speakers on outcomes, not on novelty.
- Recognition from buyer-facing bodies. Global Gurus Top 30 Motivational Speakers (2024), SpeakInc Top 10 Keynote Speakers (2021), and NorthStar Meetings Group Best Keynote Speakers (2019).

#### KEVIN'S SPEAKING THEMES

- Corporate Culture
- Customer Experience & Marketing
- Employee Engagement
- Motivation and Inspiration
- Peak Performance

#### LANGUAGES: English, French, German

### Biography highlights

- Author of *The Hero Effect: Being Your Best When It Matters the Most* (2017) and *Unleashing Your Hero* (HarperCollins Leadership, 2021).
- Spent more than 20 years on the senior leadership team at SERVPRO, helping grow the franchise system into a billion-dollar category leader.
- Creator of the HERO Effect framework, used as the basis of his keynote programmes and books.
- Named to Global Gurus' Top 30 Motivational Speakers list (2024).
- Selected to SpeakInc's Top 10 Keynote Speakers (2021) and NorthStar Meetings Group's Best Keynote Speakers (2019).

- Keynote client list includes American Express, Delta Air Lines, PayPal, ExxonMobil, Chick-fil-A, Verizon Connect, O'Reilly Automotive, Ernst and Young, Booz Allen Hamilton, and Merck.

## Biography

Service-led businesses spend heavily on customer-experience programmes and still lose customers at the moment of contact. The reason is rarely strategy. It is the daily, individual choices of the people closest to the customer, and most cultures do not equip those people to choose well under pressure.

That is the territory Kevin Brown has worked in for thirty years, first as an operator and now as a keynote speaker. Two decades of his corporate career were spent on the senior leadership team at SERVPRO, where the team built the franchise system into a billion-dollar category leader. He learned culture from the inside, in a network of independent operators where consistency had to be earned every day rather than mandated from headquarters.

Out of that experience came the HERO Effect, the framework that anchors his keynotes and his two books, *The Hero Effect* (2017) and *Unleashing Your Hero* (HarperCollins Leadership, 2021). The argument is straightforward. Excellence is a personal practice before it is an organisational outcome, and leaders who treat culture as a behavioural discipline, not a values poster, get measurably different results from their frontline teams.

His client list reflects who that argument lands with: American Express, Delta Air Lines, PayPal, ExxonMobil, Chick-fil-A, Verizon Connect, Ernst and Young, Booz Allen Hamilton. Global Gurus named him to its Top 30 Motivational Speakers list in 2024. The work is not theory borrowed for a stage. It is a set of operating principles taken back into the room they came from.

## Key speaking topics

- Service excellence and customer experience
- Culture and frontline accountability
- Leadership at every level
- Personal performance and ownership
- Sales-team motivation and consistency
- Franchise and dealer-network performance

## Ideal for

- CHROs, customer-experience leads, and operations leaders running cultural change inside service-led organisations.
- Sales kick-offs, dealer conferences, and franchisee conventions where the audience is mixed-seniority and outcome-focused.
- Front-line and customer-facing teams in retail, hospitality, financial services, and field service.

## Audience outcomes

- A shared vocabulary for personal accountability that managers can keep using after the keynote.
- A clearer line between individual behaviour and customer-experience results, made concrete with examples from inside a billion-dollar

franchise system.

- Renewed energy in mixed-audience settings such as sales kick-offs and dealer meetings, where engagement is the usual brief.
- Practical prompts for managers on how to coach service consistency rather than mandate it.

## Kevin Brown's 2026 talks & topics

### **The Hero Effect for Leaders: Creating a Culture of Heroes at Every Level**

A leadership-focused session on building a culture where personal accountability is the default, not the exception.

#### **Key takeaways:**

- How leaders set the conditions for frontline ownership rather than relying on rules.
- A practical model for coaching service consistency across a distributed team.
- Examples drawn from inside SERVPRO's franchise network and similar service-led organisations.

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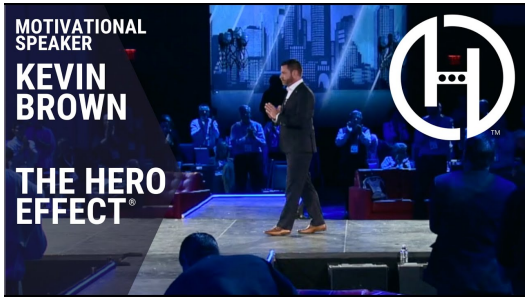
### **The Hero Effect: Being Your Best When It Matters the Most**

The signature keynote: a personal-performance session built around the HERO Effect framework.

#### **Key takeaways:**

- The behavioural difference between ordinary and extraordinary performers in customer-facing roles.
- A simple language for personal accountability that translates across functions and seniority levels.
- Stories and principles tied to a thirty-year operating career, not a research deck.

## Kevin Brown's Videos



## What Kevin Brown's clients say

I personally thought that Kevin's talk was AMAZING. So relatable, engaging, and impactful. The message was great, and we have been receiving such positive feedback from our team. The surveys are still rolling in, but from the ones we have received so far, Kevin has ranked the #1 favorite segment of the event! I have a feeling it will stay that way!

*Chick-fil-A, Inc.*

Kevin's keynote speech at our President's Club was phenomenal! Hearing his personal story was particularly moving, as his relatability made us laugh, cry, and then laugh again. Each of our teammates walked away knowing the importance of being remembered as someone who shaped others, which certainly helps us as a people-first company.

*Rollins, Inc*

Kevin Brown left our team on a fantastic high note—he really moved people to change in the most positive way. Kevin received all 5's on our survey and the very next day, positive feedback poured in from our owners! I always look for 3 things: connection, content and delivery. Kevin nailed all three! His presentation was very customized as he took time to interview a handful of our owners to really understand our brand. Based on his background in franchising, he could really relate to the position our owners were in. He shared from his heart and it flowed perfectly! He stayed to facilitate our roundtables and kept it organized, moving and inspired our team to dig deeper. Kevin was a dream to work with from the very beginning. We would love to bring him back and I would 100% recommend him!

*Precision Door*

Kevin's words and message are something every industry NEEDS to hear. His delivery, body language, storytelling weave in so well with his humor and the fundamental lessons of his keynote. From start to finish, you will be engaged and leave you in aw. Our group of leaders were left inspired to come back to their stores, share the lessons Kevin taught, and go to work dominating customer service! Our group of 9,000+ gave a standing ovation!

*O'Reilly Automotive Stores*

It was terrific! The themes were carried through the rest of the meeting with several speakers referring back to your message, especially Aunt Bea and the apple pancakes. Thanks so much for being a part of this with us and for incorporating the elements of our discussion into your message.

*Chief Customer Officer, Verizon Connect*

He did an amazing job overall. We had a "snag" in our schedule, and I asked Kevin how he would feel about giving his speech "now" instead of in 2 hours. Without hesitation, he agreed and within minutes was on stage. I was so impressed by his flexibility. He is a great storyteller and did a great job engaging our group. He made us laugh and even brought out some tears. We sent out a survey to all participants asking for feedback on all presenters of the day. Kevin's speech received the most "exceeded my expectations" for a rating.

I wanted to be sure you heard what a great representation he is out there sharing his story.

*Herr Foods Inc.*

Kevin did an outstanding job. He truly knocked it out of the park with our attendees. He got a standing ovation, which rarely ever happens with this group. He had people laughing, crying and they were inspired all at the same time. I had one of our leaders tell me last night that it was one of the best speakers she's ever heard. The icing on the cake was that he was so easy to work with and the best speaker I think I've ever hired.

*AGC of America*

I wanted to thank you for such an amazing keynote address for our Virtual event. Everything about the process of working with you was wonderful. Your pre-meeting got us very excited for your message, which you customized just enough for our group. Your studio and sound were great. Your message brought hope and inspiration to so many of our attendees. There were definitely tears shed during your wonderful storytelling.

**Kris Rzepkowski**

*Vice President of Marketing & Communications, Bennett Family of Companies*

Kevin Brown was a fantastic speaker and left our group with a wonderful message that held value for work and home. He was extremely engaging and the content was rich with humor. All 500 employees, who attended the banquet, fully enjoyed his talk and I would recommend him for any event. He is also very easy to work with and will help you make your meeting and/or event a huge success.

**Caitlin Laramie**

*Transamerica*

Kevin's keynote was an absolute home run! Everything I hoped it would be when I heard him at a Great West event in March of 2018, and more! He gave me the idea for our convention theme; the Highway is for Hero's! He was sensational and I know from the subtle differences in his presentation that he works very hard at keeping it up to date! I hope to see him again someday to hear more about how their son is doing at Disney!

**Dave Huneryager**

*President, Tennessee Trucking Association*

Kevin was absolutely outstanding and his message was exactly what the doctor ordered for our leaders. Several of the leaders said that they didn't know how much they needed to hear his message until they heard it. The words uplifted them and gave them the opportunity to refresh and revisit their why and just cause. Kevin is truly one of the best speakers I have ever had the opportunity to hear.

**Dr. Holly Ferguson**

*Superintendent, Prosper Independent School District*

Thank you so much, Kevin! You knocked it out of the park. We were blown away by how you customized it to our group and made it personal for them. I know it must be so hard for you to not have the feedback of a live audience, but rest assured there was a well-deserved standing ovation!

**Leslie Midgley, CAE**

*Executive Vice President and CEO, Texas Land Title Association*

I thought you might enjoy hearing what attendees thought of your presentation at the CalTravel Summit. In short, they loved it! That is the highest rating we have ever gotten for a speaker. Congratulations, and thank you for bringing so much passion, heart and inspiration to our event.

**Barbara Newton**

*President and CEO, California Travel Association*

Thank you so very much for sharing your story at our Kick Off meeting today. You did an amazing job and certainly helped put all of our employees in the right frame of mind. I am looking forward to being part of HERO community.

**Elizabeth Hiza**

*Chief of Staff, Barnum Financial Group*

Oh my goodness, it couldn't have gone better!! Kevin was the perfect choice for this audience!! The fact that he stayed to sign books afterwards was so impactful. The feedback was overwhelmingly positive. Kevin was professional, really affected the audience, and had their attention the entire time!! We may ask him to come back next year. I don't have enough positive things to say!

**Jessica Fern**

*Director of Training and Development, FPI Management*

Kevin's message truly resonated and I can say with certainty there have been few speakers who moved our audience as much as he did. We have been tracking speaker scores since 2011 - Kevin is now the No. 1 rated speaker out of nearly 500 speakers our attendees have evaluated at XChange events over the years. Truly an amazing accomplishment.

**Robert DeMarzo**

*SVP, The Channel Company*

Amazing performance!!! I've never seen people standing and applauding eagerly at the end of a keynote performance; Kevin made the closing of our event successful. Kevin's passion and gift of speech makes his "Hero Effect" keynote a one of a kind: Entertaining, energizing and powerful message.

**Jorge E. Salazar**

*Employee Safety Advisor, ExxonMobil Pipeline*

To say that Kevin was phenomenal would be an understatement. I have never seen a room captivated the way it was a few weeks ago with Kevin on stage. He commanded the room through his stories, compassion, humor and overall demeanor. He and his story are truly a treasure and we appreciate your team working with us to make it all a reality!

**Lexi Dussi**

*Marketing Manager, Eliassen Group*

Kevin was our closing speaker this week at our national convention for Success Group International. We have been hiring professional speakers for the last 20 years to come to our annual events. Kevin's message was inspirational and motivational. He made us laugh and cry, but most of all, he made us all recognize the hero within. I cannot recommend him enough!

**Rebecca Cassel**

*President, Success Group International (SGI)*

Kevin is not a story teller. Kevin is a truth teller. His truth is an aspiration that we all must have. His inspiration comes from his heart and his soul, and it is extremely obvious. Kevin, you are my HERO. Thanks for making a difference in my life and in the lives of 110 people that you opened up to this week.

**Mitch Little**

*Vice President, Worldwide Sales & Applications, Microchip Technology, Inc.*

Kevin was AWESOME! For the next 2 days, everyone was talking about his presentation. He is phenomenal and we're lucky to have had him present to our team. I can't recommend him enough. Exactly what we needed!

**Holly Horner**

*Director of Information Systems, Central Turf and Irrigation Supply*

## KEVIN'S LATEST BOOKS



### **Unleashing Your Hero: Rise**

**Above Any Challenge, Expand  
Your Impact, and Be the Hero  
the World Needs**