



## Chris Brogan

**Online business guru and advocate of “Doing Business the Human Way”**

New York Times bestselling-author of several books.

## Chris's biography

### Chris Brogan's Background

Chris Brogan believes in doing [business](#) the human way and argues passionately that success comes from building relationships of trust and treating people like individuals. As CEO of Human Business Works he educates and consults with both small business and multinationals on improving business outcomes. He was one of the first 'social media rock stars' and believes in the huge potential of online and social media channels.

- CEO & President of Human Business Works
- New York Times bestselling-author of several books
- [Social media](#) guru
- Blogger in the Top 5 of Advertising Ages Power150

A fast talking American with a great deal of charm, Brogan wins followers wherever he goes. He has a huge following among the new generation of business people who see social media marketing and a new more human form of business practice as key to succeeding in today's market. But what makes him exceptional is his ability to cut through the fashionable hype and identify what is really useful to businesses who want to win while presenting a more human face.

He shares his insight in keynote speeches and courses like Mastering the Digital Channel and in his blog [chrisbrogan.com](#) which is in the Top 5 of Advertising Ages Power150. He is a regular speaker at the South by Southwest conference events.

He is the cofounder of the PodCamp new media unconference series, exploring the use of new media community tools to extend and build value. He serves on the board of advisors of HubSpot. He is the New York Times bestselling co-author of *The Impact Equation* about making social media pay, *Trust Agents* and *Social Media 101*. He has a monthly column at *Entrepreneur Magazine* and has appeared in articles in *Forbes*, *The Boston Globe*, *Success*, *USA Today*, and has featured on TV shows like *Dr Phil*. He won the Mass High Tech All Stars award for thought leaders in 2008. Brogan has over 13 years of experience in online networks, social communities, and other elements of digital business including a spell as president of the social media agency *New Marketing Labs*. Further back he built data centers, released software and acquired companies while working for a wireless telecommunications company. He has also worked on an Internet video startup and collaborated on many social media and social networks projects.

## **Chris's talks**

- **Social Media 101**
- **The Works: business basics, learn to love the grind**
- **Service Craftsmanship: how do relationships improve your business?**
- **Tell Bigger Stories: how to communicate better and motivate people**
- **Brave Now: goal setting, confidence, and self-expression**
- **The Impact Equation: how to build a platform of value**

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