

# Brian CARTER

- Social Media, Marketing, Sales + Customer Service
- Employee Engagement, Generational Differences + Recruiting
- Disruption + Innovation

## Partial Client List

Microsoft  
NBC - Universal  
The U.S. Army  
Humana  
Citrix - GoToMeeting  
SalesForce  
Formica  
Content Marketing World  
Hand & Stone Massage  
Retrofitness  
Junior Volleyball Association  
Global Recruiters Network  
PrideStaff  
The Natl Assn of Fire Equip Distrib  
Flooring America  
Thermofisher Scientific  
MD Revolution, Life Technologies  
Miami University  
The Rural Broadband Association  
Professional Engineers of NC  
CCA Global, Lighting One  
Keystone Automotive  
Horizon Distributors  
The Volios Group  
Airport Review News  
Butler Builders  
Cantrex Nationwide  
Int'l Warehouse Logistics Assn.  
JP Morgan  
Atlantic Bedding & Furniture  
B2B Connect  
Valley Telecom  
Central Garden & Pet  
Power South  
Lund Boats  
Origami Owl  
American Bankers Association  
Independent Jeweler Organization  
Young President's Organization  
National Agrimarketing Association  
James Hardie  
Atlantic Bedding & Furniture



Imagine you could book a high-energy, crowd-pleasing motivational speaker with hilarious original comedy plus practical business takeaways customized to your industry and audience, all in one? How much impact would that have for your organization?

Brian helps people learn how to attract more customers, revenue and employees... and keep them! He helps you understand what top performers do differently to dominate their industries, beat the competition and succeed long-term. As Brian says, "Top performers succeed because they more attractively influence relationships. Customers stick with likable, trustworthy brands. Employees stick with likable, trustworthy organizations. You need the skills, insights and tools that create likability and trust or you'll never attract and satisfy your customers and employees." Brian's keynotes and breakouts help people get bigger results no matter what obstacles they face.

As a speaker, marketer, author and entertainer, Brian has worked with some of the world's most successful leaders, experts and organizations- from multibillion-dollar household-name Fortune 500 brands and national associations to iconic entertainment powerhouses. In his 20's Brian was a leader in alternative medicine, and by his 30's he was a stand-up comedian and a pioneer in Internet Marketing and Social Media. An internationally bestselling author of five books, Brian is regularly sourced by major media including Bloomberg TV, The Wall Street Journal, Forbes, ABC News, and Entrepreneur Magazine. He has over 250,000 fans, 50,000 students and reaches over 3 million people per year. Brian's hands-on business experience, cutting edge insights, and background in improv and stand up comedy culminate in a keynote speaker and trainer who leaves every audience not just entertained, but armed with powerful strategies and tactics.

**"Phenomenal speaker. Personable, informative and downright entertaining. I'd hire him back in a second."**  
NBC-Universal

**"You were the perfect choice."**  
Microsoft

**Funny  
+ Practical  
+ Motivational =  
Enduring Impact**

**Client Testimonials**

“Very impressed with Brian’s content and ability to deliver an impactful message in a fun and interesting way. One of the leaders. We had a blast.”

**Life Technologies**

“Brian received rave reviews and definitely knows his stuff. If you’re looking for a speaker and want someone who is engaging, humorous and relates well with an audience, then Brian’s your guy! He’s also a pleasure to work with!”

**Professional Engineers of NC**

“This audience is certainly not digital and social savvy. Brian masterfully presented the topic to an audience in an easy to understand and digestible way with a great deal of solid takeaways. I have heard nothing but extremely positive comments from the attendees.” **Lighting One**

“A bastion of knowledge and an expert in all things Search and Social.” **Havas**

“Brian spoke to a diverse crowd ranging from Millennials to Baby Boomers. He left neither in the dark. Brian took the audience on a journey of discovery and enlightenment, while using stand-up style comedy in perfect alignment. Brian’s business stories were profound and his entertainment provided the opportunity to absorb the strategic points before moving on. Brian Carter could command an audience talking business OR making people laugh. Fortunately for us, he did both.” **Global Recruiters Network**

“Outstanding presentation! Has our customers thinking differently. Easy executable steps made everyone there comfortable and intrigued. A simple plan that can help any size business become a gorilla in their marketplace.”

**Keystone Automotive**

“Brian is an engaging and entertaining speaker. Timely and fun!” **MD Revolution**

**Secrets of Social Success: Why Social Marketing Gets You Seen, Attracts Talent and Makes You Money**

This high-energy, entertaining, motivational social media program is based on an in-depth 7-year study of 100’s of top performing companies in 18 industries who used social media to successfully drive revenue, new business and profits- regardless of their size, budget or training. Through candid interviews, and direct work with these companies, Brian learned the specific strategies and tactics they used to succeed. This session looks at those best practices and teaches you a proven process to create your own marketing success.

**Bigger Bucks with Social Selling: Why Today’s Social Salespeople Connect More and Sell Faster**

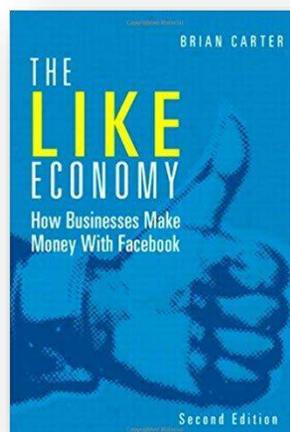
The Internet has changed Sales forever! Most of the buyer’s journey is happening online, before talking to a salesperson. Have your salespeople adapted? 90% of decision-makers never respond to cold calls. Have your salespeople switched to warm networking? This high-energy, entertaining, motivational sales keynote contains tons of practical advice based on 10 years of research and individual success stories. In this fun, takeaway-oriented program, salespeople will learn proven influence tactics and the latest technology to get today’s buyers to say “YES” quicker?

**Attracting The Future: How Culture and Campaigns Drive Talent & Productivity**

Do you have the organizational culture and the recruiting campaigns you need to get you the employees and talent you want? Many companies feel they have great cultures, but they may not be doing everything they could with social media or marketing to attract the workforce they need. This customized hands-on session will give your people the specific tools to get the right candidates for the job!

**Generation “Why Not?”: Attracting & Uniting Your Big 3 Generations**

Millennials are here and they’re definitely different... and uniquely valuable. Do you know how they like to be marketed to, why they buy and what they want in customer service? Do you know how to bring them together as a team? How to attract them to your workforce and keep them there? Brian’s unique perspective and hilarious jokes and stories dissolve any tension and bring everyone together in this team building program.



**Brian’s Internationally  
Bestselling Book  
“The Like Economy”**