



Simon Mainwaring is the founder of We First, the leading social branding firm that provides consulting and training to help companies tell the story of the good they do to build their reputation, profits and social impact.

He is a member of the Sustainable Brands Advisory Board, the Advisory Board of the Center for Public Diplomacy at the USC Annenberg School, the Transformational Leadership Council and a Fellow of the Royal Society of Arts in London. He contributes to *Fast Company*, *Forbes*, *Huffington Post*, *Mashable*, and *GOOD Magazine* on branding and social technology.

Simon's first book, *We First: How brands and consumers use social media to build a better world* (Palgrave Macmillan) is a *New York Times*, *Wall Street Journal*, and Amazon bestseller. It was named an Amazon Top Ten Business Book for 2011, 800CEORead Top Five Marketing Book for 2011, and strategy+business named it the Best Business Marketing Book of 2011. It has been translated into Russian, Chinese, Taiwanese and Korean.

Simon was included in Trust Across America's, "Top 100 Thought Leaders in Trustworthy Business Behavior for 2012." He has been featured in *Advertising Age*, *Adweek*, *Huffington Post*, *Inc. Magazine*, *Fast Company*, *GOOD Magazine*, and *Mashable*, as well as appearing on the NBC, CBS, CBC, Business News Network, BNet, Business RockStars and Harpo Radio.

Simon is a sought after international speaker with keynote engagements including the Cannes International Advertising Festival, Royal Society of Arts, SXSW, National Press Club, TEDxSF, National Speakers Association, as well as brands such as Google, Coca-Cola, General Motors, Gucci, Patagonia, First Data, and Nextel. He was voted a Top 5 Marketin...

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Speech Topics

- Technology
- Social Media
- Sales
- Marketing
- Business Culture
- Branding



Testimonials

“ Simon was a recent speaker at our Gucci Group Conference. He was extremely engaging, thought provoking and distilled complex ideas down into simple but powerful communications. The participants left inspired with clear insights into how to relate he shared to their business. I would highly recommend him as a transformative keynote speaker. ”

- Executive Vice President Global Human Resources, Gucci Group.

“ If your company is interested in keeping ahead of the new wave of customer engagement that is now powered by the new tools of social media- and who isn't?-you should also be interested in engaging Simon Mainwaring to show you how to do it. ”

- VP Environmental Initiatives, Patagonia.