



Steve McKee is the co-founder of McKee Wallwork, a nationally recognized marketing advisory firm that helps organizations and their people become all they're designed to be.

He is the author of *When Growth Stalls: How it Happens, Why You're Stuck and What to Do About It*, an award-winning business book now published in four languages, and *Power Branding: Leveraging the Success of the World's Best Brands*, which one reviewer called "the definitive book on modern branding" that "should be mandatory reading in every business school in America." Steve's new book, *Turns: Where Business is Won and Lost*, hits bookshelves in early 2023.

Steve's firm made the Inc. 500 list of the fastest-growing private companies in America in its first year of eligibility and has twice won the prestigious Effie Award for marketing effectiveness from the American Marketing Association. The firm has twice been recognized by Advertising Age as Southwest Small Agency of the Year and one of the nation's Best Places to Work, and has also won the publication's National B2B Campaign of the Year award.

Steve was a Businessweek.com columnist for a decade and currently writes a popular monthly column for SmartBrief on Leadership. He has been published or quoted in The New York Times, USA Today, Forbes.com, Investor's Business Daily and The Los Angeles Times, among others, and has appeared on CNBC, ESPN2, CNNfn, Bloomberg, and network television affiliates across America.

Steve McKee

Speech Topics

- ☐ Sales
- ☐ Marketing
- ☐ Innovation
- ☐ Economics
- ☐ Change
- ☐ Branding



Testimonials

☐ "Thanks for giving a phenomenal and inspiring talk to our group yesterday!"
"Your evaluations were fantastic." "Several people actually rated you a six on a scale that only went up to five." ☐

- New Jersey Communications, Advertising & Marketing Association.

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