



Over the last two decades, **Carla Johnson** has helped architects and actuaries, executives and volunteers, innovators and visionaries leverage the art of storytelling to inspire action through amazing experiences. Her work with Fortune 500 brands set the stage for the latest of her seven books. *Experiences: The 7th Era of Marketing* sets the benchmark for a powerful new way for marketing to create value for businesses. Consistently named one of the top influencers in B2B, digital and content marketing, Carla regularly challenges conventional thinking. Today, Carla travels the world teaching anyone (and everyone) how to cultivate idea-driven teams that breed unstoppable creativity and game-changing innovation.

Testimonials

“Carla recently spoke at a BMA NY event on creativity and BtoB marketing and did a masterful job. In a world overrun with content, especially about marketing, what she had to say was fresh and eye opening. Better yet, she had a strong point of view, so went beyond the status quo with her own original ideas. As anyone who does a lot of speaking knows, it takes more than a good presentation. You need the delivery, and that’s where Carla shines. She’s energetic, passionate, and winsome. She knows how to engage an audience, even the sleepy people in the back. She’s good!”

- CEO, PJA Advertising + Marketing.

“My favorite outcome from Carla’s presentation was a sense of empowerment through the recognition that all great things are created by someone who faces challenges just as we all do. And that rather than feeling intimidated by the impressive display of creativity, we should embrace it as inspiration. Carla is delightful, both professionally and personally. Her approach, whether it be in as a consultant or speaker, is always thoughtful and well executed. I look forward to an opportunity to work with her again!”

- CCO, Principal Partner, Blue River.

Carla Johnson

Speech Topics

- Women in Business
- Marketing
- Innovation
- Employee Engagement
- Customer Experience
- Communications

