

NICK WESTERGAARD INTRODUCTION



Nick Westergaard has been called one of the “most jaw-dropping marketing speakers.” As Chief Brand Strategist at Brand Driven Digital, he helps build better brands at organizations of all shapes and sizes – from small businesses to Fortune 500 companies to President Obama’s Jobs Council. Nick is the author of the books *Brand Now* and *Get Scrappy*.

He is a contributor to the *Harvard Business Review* and host of the popular *On Brand* podcast. Nick’s thoughts have been featured in news sources such as *US News & World Report*, *Entrepreneur*, *Forbes*, *Mashable*, and more.

He also teaches at the University of Iowa’s Tippie College of Business.

Please join me in welcoming Nick Westergaard to the stage!