

Nick Westergaard Intro



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 welcome, Nick Westergaard!