



**Simon Mainwaring** is a brand futurist, global keynote speaker, columnist, podcaster, and bestselling author of *We First & Lead With We*. He is the founder and CEO of We First, a strategic brand consultancy specializing in accelerating growth & impact of future-facing, purpose-driven brands.

His latest book, *Lead With We: The Business Revolution that Will Save Our Future* is a Wall Street Journal bestseller. It was voted McKinsey Top Business Bestseller on Workplace & Culture; #2 Best Business Book of the Year by Forbes; an AXIOM Gold Medalist in the Leadership category; & Official Nominee for The Next Big Idea.

His previous book, *We First: How Brands and Consumers Use Social Media to Build a Better World* is a New York Times- & Wall Street Journal bestseller. It was named an Amazon Top Ten Business Book; 800CEOREad Top Five Marketing Book; Best Business Marketing Book of the Year by strategy+business; & one of the Top Sustainability Books of the decade by Sustainable Brands.

Simon hosts the "Lead With We" podcast, available on all United Airlines flights, in which he dives deep with business leaders about how brands survive crises, thrive in fast-changing markets, and drive growth through a challenging future. He also writes a column for Forbes.com as a longtime contributor to its CMO Network. Simon was ranked among Real Leaders magazine's "Top 50 Keynote Speakers in the World," was voted a "Top 5 Marketing Speaker" by speaking.com, and featured on the cover of the National Speaker's Magazine.

Simon's been a Jury Member for the One Show for Sustainable Development and Jury Member at the Cannes Lions Festival for the Sustainable Development Goals, as well as a Featured Expert Speaker. He was ranked by Real Leaders m...

## Simon Mainwaring

### Speech Topics

- Technology
- Social Media
- Sales
- Marketing
- Leadership
- Innovation



## Testimonials

"Simon Mainwaring did a powerful job inspiring our audience at the first Critical Conversations @Soka held since the pandemic began. Having his high level of energy, enthusiasm, and skill grace our stage on a topic that is crucial to the health of our planet and communities, inspired our students, faculty, staff, and community audience members. We were gobsmacked at how long the book signing line was, how gracious and generous Simon was with each person, and I've heard only positive feedback about the event. Simon is a gifted orator, a generous human, and a gracious, top-notch pro behind the scenes as well. Thank you, Simon and team, for the clear impact you are making with your hard work."

- Director of Special Projects, Soka University.

"charity: water was honored to have Simon speak at our organization's offsite. He was a breath of fresh air for our team, inspiring them to challenge ingrained ways of thinking in order to achieve excellence. His powerful message of Lead With We and his many real-world examples of brands making a true difference in the world resonated deeply. Simon took the time to get to know our organization's unique challenges and opportunities and tailored his presentation accordingly. It has had a lasting impact on our team. He is a talented professional and outstanding speaker. I highly recommend Simon."

