



**Omar Johnson** is a marketing and branding keynote speaker, entrepreneur, former CMO at Beats by Dre, and former VP of Marketing at Apple. At Beats Electronics, Johnson was responsible for brand development, advertising, retail experience, entertainment/sports marketing, and digital marketing for all global brand marketing and advertising efforts. [Adweek](#) named Johnson a “Brand Genius” in 2013, and [Business Insider](#) named him one of the “Most Innovative CMOs” in 2016.

Under Johnson’s tenure, Beats grew from \$180 million to a \$1.1 billion dollar global icon and category leader, becoming the #1 premium headphone in North America, UK, France, Germany, South Korea and Singapore.

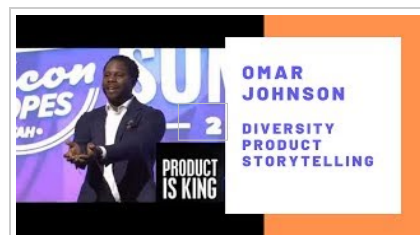
Johnson drove explosive growth in the headphone category through groundbreaking campaigns including #ShowYourColor Solo Campaign, Powerbeats starring LeBron James and The Pills featuring Chris Rock and Eminem. He used “ambush marketing” and influencers to expand the brand—giving athletes and musicians free headphones at private company parties—which helped turn Beats into the headphone of choice for the best musicians and athletes in the world. Previously, Johnson led innovative marketing programs for international brands such as Nike, Coca-Cola, Kraft Foods, and Campbell Soup. As an advertising lead at Nike, Johnson produced some of Nike’s most memorable TV commercials including “Rise,” starring LeBron James, “All Together Now,” featuring Kobe Bryant, and “The Most Valuable Puppets”.

Johnson also built the Nike+ sp...

## Omar Johnson

### Speech Topics

- Technology
- Retail
- Musician
- Millennials Motivation
- Marketing
- Entrepreneur



## Testimonials

Omar Johnson is a fantastic speaker and extremely gracious. We gained valuable insights that we will use as an organization moving forward. His contribution to our event made it a great success

- VP Marketing & Communications at Pitney Bowes.

Omar Johnson was my favorite keynote speech. I could relate on so many levels, especially fear being a great motivator in never allowing you to get complacent. I also loved the raw power of the presentation and how personal it was.”

- Domopalooza.