

# **Brandon Mendelson**

**Consultant at Earth's Temporary Solution, LLC**

Greater Chicago Area, NY, US

Author of "Social Media Is Bullshit" (St. Martin's Press)

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## **Biography**

I am the author of "Social Media Is Bullshit" (St. Martin's Press) and speaker represented by Macmillan Speakers. Since the book has come out I've debated the ambassador to Pakistan at the United Nations, and participated in two keynote debates, one at WOMMA Summit 2012 and the other at Social Media Explore: Portland. I have also given talks at SUNY Potsdam, UAlbany, and Marist College, among others, about my book.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

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## **Industry Expertise**

Media - Online, Education/Learning, Direct Marketing, Management Consulting, Corporate Training, Internet, Corporate Leadership, Fund-Raising, Advertising/Marketing, Entertainment

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## **Areas of Expertise**

Writing, Book Writing, Copywriting, Marketing, Online Marketing, Leadership, Organizational Development and Culture, Social Media

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## **Sample Talks**

### **Social Media Is Bullshit**

B.J. discusses why money spent on "social media" is money wasted, and describes the world we live in today as a place where it's far easier to make money telling people how to get rich using the Internet than it is to actually get rich using it. In this presentation B.J. names names and gives heavily researched examples demonstrating that popular social media tools are not all they're cracked up to be. This is followed by a lengthy Q & A session with the audience.

### **A Million High Fives**

B.J. describes how he created a national outreach tour on a very limited budget for a small not-for-profit that has since become a multimillion dollar success story. There's a lesson for everybody in the story as well as takeaways businesses and other organizations of all sizes can immediately act on following the presentation.

## **You Could Be Dead Tomorrow**

In less than thirty years B.J. Mendelson had a book published by a major publisher, debated the ambassador to Pakistan at the United Nations, created and endowed a scholarship named for his grandfather at the State University of New York at Potsdam, and has been quoted and featured everywhere from CNN to The New York Times and everywhere in between. Learn how someone with no resources and no budget was able to accomplish so much using a simple life philosophy, and how you can do the same.

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## **Event Appearances**

### **Social Media: Likable Or Dislikable?**

WOMMA Summit 2012

### **Fireside Chat: Social Media Is Bullshit**

Social Media Explore

### **Is Social Media Anti-social?**

UN Academic Impact

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## **Education**

### **State University Of New York At Potsdam**

Bachelor's Political Science / Pre-Law

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## **Testimonials**

### **Hasan Ferdous**

"[B.J. Mendelson's] presentation was notable for his deep understanding of the changing media landscape and the challenges it faces, both in the short and long term. Representatives of Member States, media and civil society who attended the forum found the lively conversation highly relevant and useful."

### **Kari Meutsch**

"Social media is a topic on a lot of small business owners' minds, and Mendelson's personal experience and advice sparked what was by far our most exciting author Q&A to date. Those present were shocked to discover how much of the time and energy they have invested in social media has most likely been for naught, and many had questions on what strategies make a real impact. Overall, Mendelson's intriguing topic was a huge hit with our patrons and his personal touch, an offer of individual correspondence, left the audience feeling they had someone they could honestly turn to with their further concerns and ideas. "

## **Jason Falls**

B.J. Mendelson and I locked horns in a debate over whether or not social media is, indeed, bullshit at Explore Portland in late 2012. The audience was shocked . . . because they learned so much and gained new perspective about the ins and outs of social media. B.J. brought a much needed perspective—that of the non-cheerleader—to an event full of ardent social media believers. While none turned away disbelievers, we all left with a better perspective of how and when social media marketing can be useful for businesses."

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