

# **Chris Brogan**

**President at Human Business Works**

Amesbury, MA, US

NY Times Best Selling Author, Social Media expert/blogger, & named one of the top 10 most influential social media experts by Forbes.

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## **Biography**

Chris Brogan is president of Human Business Works, a media and education company. He consults and speaks professionally with Fortune 100 and 500 companies like PepsiCo, General Motors, Microsoft, and more, about the intersection of business, technology and media. He is a New York Times bestselling co-author of Trust Agents, and a featured monthly columnist at Entrepreneur Magazine. Chris's blog, [chrisbrogan.com], is in the Top 5 of the Advertising Age Power150. He has over 12 years experience in online community, social media, and related technologies.

Human Business Works is dedicated to helping companies improve customer acquisition and community nurturing. When we say that, we mean that we intend to help companies do business with people in new and better ways online. We accomplish this by working on customer acquisition and community nurturing programs, delivered to our clients through either in-person education and speaking, via our online training programs, or with the help of our consulting services and content project teams.

Chris is also the cofounder of the PodCamp new media conference series, exploring the use of new media community tools to extend and build value.

He has 16 years of enterprise telecommunications and wireless experience prior to all this.

Chris speaks on topics such as social media in the enterprise, second circle technologies, which Internet technologies businesses should consider adopting, why video online matters to your business, and much more. He has worked with countless companies to help with marketing, business strategy, communications, and more.

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## **Availability**

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

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## **Industry Expertise**

Advertising/Marketing, Media - Online, Public Relations and Communications, Training and Development, Corporate Training, Writing and Editing, Direct Marketing, Social Media, Media Production

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## **Areas of Expertise**

Social Media, Cultivating Visibility, Google+ for Business, Measure What Matters Most, Customer Acquisition, Community Nurturing, Business and Personal Branding, Framing Your Social Media Efforts

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## **Sample Talks**

## **CULTIVATING VISIBILITY: HOW TO AMPLIFY THE HUMAN DIGITAL CHANNEL**

You've invested time and money into your website, which serves as the online representation of your shop. You've been told that you should have a Twitter account and that you should be on Facebook, but what does that all do for you?

Learn how to become the ultimate digital shopkeeper by understanding how to use social software to build relationships with your prospects and your customers. Learn how to earn leverage from your community, by cultivating two-way loyalty and earning referrals.

## **THE FRONTIER IS NOW: HOW TO MAKE WORK AND BUILD BUSINESS**

Telling you that the Internet has changed things won't stun you. You've seen it. Netflix, Amazon, Zappos, Groupon. You know all the stories. But there are small business solutions you could use to make more work, to build more business, to get more sales. Tweeting out coupons isn't the future. Building relationships and investing in delivering human-minded business is now. This won't be theory. We're here to talk action, execution, and your next steps to success.

## **GOOGLE+ FOR BUSINESS**

Google+ is the new social network launched by the #1 search engine in the world, Google, and it changes everything! Why? Because Google (the search engine) indexes public posts on Google+ (the social network) rather quickly, and it seeks out social interactions and links shared within that social network to sites like yours. Google+ is built with collaboration in mind. There are several technologies available for free inside of this social network that you're paying for elsewhere.

## **TOUCH: THE VITAL IMPORTANCE OF BRINGING HUMAN INTERACTIONS INTO YOUR DIGITAL BUSINESS EXPERIENCE**

Who cares what you've spent on your marketing campaign, if your customers don't feel the same when they experience the actual thing? How often do you contact and interact with existing customers, simply to ensure they're continued satisfaction? How much of this is on the web? What good is your Twitter profile if you can't please a guest standing in your store? Join Chris Brogan in an engaging and passionate dive into what comes next for improving your company for the coming years.

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### **Event Appearances**

#### **Keynote Speaker**

Automotive Service and Repair Week

#### **The Serendipity Engine**

Web 2 Expo

#### **Keynote Speaker**

BlogWorld & New Media Expo

#### **Keynote Speaker**

B2B Marketing Europe 2010

**Keynote Speaker**

Coldwell Banker Generation Blue Conference

**Keynote Speaker**

Disney Social Media Moms Conference

**Keynote Speaker**

Maine Association of Broadcasters Conference

**Building an Online Community**

SOBCon Chicago 2012

**Keynote Speaker – Cultivating Visibility: How to Amplify the Human Digital Channel**

Inbound Marketing Summit New York City

**Panel Moderator – 5 Years of Inbound Marketing: What We've Learned and What is Ahead**

Inbound Marketing Summit New York City

**Keynote Speaker: Harness The Power Of Social Media**

Entrepreneur Growth Conference 2012

**Keynote Speaker: Google+ for Business**

Social Media Camp

**Keynote Speaker – Cultivating Visibility: How PR Professionals Can Amplify the Human Digital Channel for Their Clients**

PRSA 2011 International Conference

**Google+ for Business**

Inbound Marketing Summit

**Keynote Speaker: The Next Evolution of Personal Social Networks**

Inbound Marketing Summit

**Online Social Presence in the World of Pharma**

Social Media in Pharma Summit 2011

**Keynote Speaker: Fitting Community Engagement Into Your Event Design**

EventCamp Chicago

**Dominating Your Niche With Blogger Outreach**

Affiliate Summit West 2011

**Keynote Speaker: Google+ for Business**

InfusionCon 2012

### **Keynote Speaker**

JCCs of North America Biennial

### **Keynote Speaker**

Silverpop Amplify Customer Conference

### **Keynote Speaker: Social Media ROI**

eMetrics Marketing Optimization Summit

### **Keynote Speaker**

Social Media World Forum Europe

### **Google+ for Business: How Google's Social Network Changes Everything**

Social Media Success Summit 2012

### **Keynote Speaker – Touch: The Vital Importance of Bringing Human Interactions Into Your Digital Business**

Agents of Change Digital Marketing Conference

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## **Accomplishments**

### **Entrepreneur in Residence**

CrossTech Ventures is a boutique venture investment firm. Unlike traditional venture investment firms, we invest human capital and expertise into a business. We partner with our entrepreneurs to position them in the best possible way for success by providing guidance, back-office support, IT and development support, and sales and marketing expertise.

Our leadership team has extensive experience in new industries, launching and growing successful businesses, and buying and selling businesses.

### **Co-Founder of Third Tribe Marketing**

Third Tribe Marketing is an online forum for marketers interested in approaches and tactics around online marketing. If one tribe are the scammy/spammy Internet marketers, and another tribe are the kumbaya marketers who don't really ask for the sale, Third Tribe is somewhere in the middle. We look for ways to execute effective marketing (both for larger companies and for smaller organizations).

### **Co-Author – Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust**

Today's online influencers are Web natives who trade in trust, reputation, and relationships, using social media to accrue the influence that builds up or brings down businesses online. In Trust Agents, you'll learn how to tap into the power of social networks to build your brand's influence, reputation, and, of course, profits. Combining high-level theory and practical actions, this guide delivers actionable steps and case studies that show how social media can positively impact your business.

**Author – Google+ for Business: How Google's Social Network Changes Everything**

In this book, top social media consultant and Google+ early adopter Chris Brogan shows businesspeople how to leverage its immense potential. This friendly, conversational, business-savvy guide helps businesspeople identify where Google+ is most likely to offer them value, avoid missteps and wasted energy, and get results fast. Brogan guides you through using Google+ for promotion, customer service, community building, referrals, collaboration, and a whole lot more.

**Author – Social Media 101: Tactics and Tips to Develop Your Business Online**

In Social Media 101, social media expert Chris Brogan presents the best practices for growing the value of your social media and social networking marketing efforts. Brogan has spent two years researching what the best businesses are doing with social media and how they're doing it. Now, he presents his findings in a single, comprehensive business guide to social media. You'll learn how to cultivate profitable online relationships, develop your brand, and drive meaningful business.

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