

# **Gary Vaynerchuk**

**Co-Founder and Owner at VaynerMedia**

New York, NY, US

Find your social media voice and build your digital brands with New York Times and Wall Street Journal Best-Selling author

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## **Biography**

Meet Gary Vaynerchuk, a New York Times and Wall Street Journal Best-Selling author who is also a self-trained wine and social media expert. As an online marketing trailblazer, Gary grew his family wine business from \$4 million to \$60 million in five years. What raised Vaynerchuk's notoriety even more than his business acumen was his foresight combined with his pioneering, multi-faceted approach to personal branding and business. Gary's first business book, *Crush It! Why Now Is the Time to Cash in on Your Passion*, hit the New York Times, Wall Street Journal and Associated Press Best-Sellers lists in its first weeks. It maps out Gary's road rules for how to "Crush It" in today's business market by following your passion and building your own personal brand. His second New York Times bestseller, *The Thank You Economy*, details the effect of social media on business and has become required reading for business leaders. Gary does not claim to be a 'techie', but in 2005, he began video blogging and is known as a true social media trailblazer! He has close to 1 million followers on Twitter and was included in *BusinessWeek's* list of the top 20 people every entrepreneur should follow. In the spring of 2009, Gary and his brother AJ launched VaynerMedia, a new breed of agency that helps Fortune 500 companies find their social media voices and build their digital brands. Vaynerchuk has made television appearances on *Late Night with Conan O'Brien*, *Ellen DeGeneres*, *NBC's Today Show*, *CNBC's Mad Money* with Jim Cramer, and *The Big Idea* with Donny Deutsch, was featured in the New York Times, Wall Street Journal, USA Today, and has become a consultant for Fortune 100 companies. A sought after speaker, Vaynerchuk has given keynote speeches to a diverse group of organizations such as NIKE, ReMax, the Digital Marketing Mixer, Boston Wine Expo, Inman Real Estate Connect, Ramquest Users Group Conference, DeGustibus Cooking School, and the Disney Food and Wine Festival. He lives in New York City.

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## **Availability**

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

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## **Industry Expertise**

Advertising/Marketing, Retail, Media Production, Beverages - Alcoholic, Direct Marketing, Social Media, Public Relations and Communications, Media - Online

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## **Areas of Expertise**

Social Media, Brand Management, Customer Engagement & Retention, Word of Mouth Marketing, Ecommerce, Entrepreneurship, Personal Branding in the New Media Landscape, Video Blogging, Technology and New Media

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## **Sample Talks**

## **Care Immensely or Die: This is a Bigger Culture Shift than you Realize**

“If you do not care about your end user immensely, your brand will die.” Marketing, customer service, competition are all turned on their heads by the massive culture shift that is social media. This shift is so big that we are still underestimating it. True social media ROI isn't just about new customer acquisition, it's about about customer retention, long-term and business goals. Gary will show us exactly how brands that connect with clients in a real way will win.

## **The Thank You Economy**

Today, individuals and brands that out-care and out-love their competition – those emphasizing quality, value, responsiveness, and attention to detail, among other essentials – see the biggest returns. In his session, Gary Vaynerchuk teaches entrepreneurs how to take advantage of the current business environment, while also preparing them to succeed as it changes and evolves into what he's termed “The Thank You Economy.”

## **The Power of Social Media**

With the rise of the Internet and the power of the common consumer, customers' demands for authenticity, originality, creativity, honesty, and good intent have made it necessary for companies and brands to revert to a level of customer service rarely seen since our great-grandparents' day, when business owners often knew their customers personally, and gave them individual attention. Gary discusses the incredible tool that allows brands to show customers that they care: social media.

## **Social Media for Customer Engagement and Brand Management**

The Internet, where The Thank You Economy was born, has given consumers back their voice, and the tremendous power of their opinions via social media means that companies and brands have to compete on a whole different level than they used to. Renowned entrepreneur Gary Vaynerchuk reveals how companies big and small can scale this kind of personal, one-on-one attention to their entire customer base, no matter how large, using the same social media platforms that carry consumer word of mouth.

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## **Event Appearances**

### **KEYNOTE SPEECH**

RailsConf 2010

### **Social Media & Word of Mouth Marketing**

The Art of Marketing Conference 2011

### **KEYNOTE SPEECH**

Email Evolution Conference 2011

### **KEYNOTE SPEECH**

FOWA (Future Of Web Apps) Conference 2011

### **KEYNOTE SPEECH**

Digital Summit 2011: Supporting web-oriented entrepreneurial activity & innovation

**KEYNOTE SPEECH – Care Immensely or Die: This is a Bigger Culture Shift than you Realize**  
Inbound 2012

**KEYNOTE SPEECH & Book Signing: The Thank You Economy**  
Social Mix 2012

**KEYNOTE SPEECH: The Thank You Economy**  
Gateway to Innovation

**KEYNOTE SPEECH – The Thank You Economy: What's the ROI of Your Mother?**  
InfusionCon 2012

**Advise THIS! Matchmaking Startups & High Profile Advisors**  
SXSW Interactive 2012

**KEYNOTE SPEECH**  
Internet Summit 2011

**KEYNOTE SPEECH: The Thank You Economy**  
Inc. 500|5000 Conference & Awards Ceremony 2011

**KEYNOTE SPEECH**  
2011 Technology & Marketing University

**KEYNOTE SPEECH**  
Digital Summit 2011

**KEYNOTE SPEECH**  
Big Omaha 2011

**KEYNOTE SPEECH: The Thank You Economy**  
SXSW Interactive 2011

**KEYNOTE Q&A**  
Le Web 2010

**KEYNOTE Q&A**  
Nordic eCommerce Summit 2012

**KEYNOTE SPEECH**  
MIMA Summit 2010

**KEYNOTE SPEECH**  
RE/MAX Annual Convention 2011

**Gary Vaynerchuk in conversation with WIRED magazine's Joanna Pearlstein**  
The Drucker Business Forum Speaker Series

**KEYNOTE SPEECH**  
FP REACH 2012

**KEYNOTE SPEECH: The Thank You Economy**  
PCBC 2012

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## **Education**

Mount Ida College

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## **Accomplishments**

### **Decanter Magazine's 2009 Power List**

Gary was notably featured in Decanter Magazine's 2009 Power List, which is a list of the 50 most influential people in wine.

### **Twitter's Small Business Big Shots**

Gary was the recipient of The Wall Street Journal Twitter's Small Business Big Shots.

### **Askmen.com's 49 Most Influential Men of 2009**

Gary was one of Askmen.com's 49 Most Influential Men of 2009.

### **Innovator of the Year**

Gary was named Innovator of the Year at Wine Enthusiast's 2009 Wine Star Awards.

### **Advisory Board – HubSpot**

HubSpot all-in-one marketing software helps more than 8,000 companies in 46 countries attract leads and convert them into customers. A pioneer in inbound marketing, HubSpot aims to help its customers make marketing that people actually love. Applications in the software platform include website management, blogging, search engine optimization, lead management, marketing analytics, email marketing, landing pages, and social media monitoring.

### **Author – Crush It!: Why NOW Is the Time to Cash In on Your Passion**

Do you have a hobby you wish you could do all day? An obsession that keeps you up at night? Now is the perfect time to take those passions and make a living doing what you love. In CRUSH IT!, Gary shows you how to use the power of the Internet to turn your real interests into real businesses. By combining practical analysis and strategy, Crush It! is essential reading for anyone who wants to understand and harness the future of business and work.

### **Author – The Thank You Economy**

The world of business is coming full circle. The rise of the Internet and the empowerment of the common consumer has created a fundamental shift in how businesses are expected to behave. The businesses and brands that harness the word-of-mouth power from social media will pull away from the pack and profit. The Thank You Economy reveals how businesses can harness all the changes and challenges inherent in social media and turn them into tremendous opportunities for profit and growth.

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