

# **Simon Tam**

**Author | Musician | Speaker | Activist | Troublemaker at**  
Portland, OR, US

Founder/bassist of The Slants, 12-time TEDx speaker & performer, and storyteller

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## **Description**

Simon Tam is an award-winning marketing and communications professional, musician, author, entrepreneur, and keynote speaker.

He has been a performer, presenter, and keynote at TEDx, SXSW, Comic-Con, The Department of Defense, Stanford University, and over 1,200 other events across North America, Europe, and Asia. He has set a world record by appearing on the TEDx stage 12 times.

He is best known as the founder and bassist of The Slants, the world's first and only all-Asian American dance rock and anti-racism band. His approach to activism through the arts has been highlighted in over 2,500 media features across 88 countries, including BBC World News, NPR, TIME Magazine, and Rolling Stone. His work has involved collaborations with President Barack Obama, George Takei, and Jeremy Lin through the White House Initiative on Asian Americans and Pacific Islanders to fight bullying.

Simon has been fighting a landmark case against the United States Trademark Office, which recently helped expand freedom of speech through a unanimous victory at the Supreme Court of the United States.

He designed one of the first college-accredited social media programs in the United States. Bloomberg Businessweek called him a "Social Media Rockstar." Forbes says his resume is a "paragon of completeness."

Recently, he was recognized as a Freedom Fighter by the Roosevelt Rough Writers, named Citizen of the Year from the Chinese American Citizens Alliance Portland Lodge, Portland Rising Star from the Light a Fire Awards, received a Distinguished Alum Award from Marylhurst University, and has earned 34 awards for his marketing campaigns work.

He is the Marketing Director for Oregon Environmental Council; on the board of directors for the Asian Pacific American Network of Oregon (APANO), Know Your City, Color of NOW, and the Cultural Resource Centers Advisory Council for Portland State University.

You can find Simon's appearances, writing, and current projects at [www.simontam.org](http://www.simontam.org)

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Author Appearance, Corporate Training

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## **Industry Expertise**

Non-Profit/Charitable, Political Organization

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## Topics

Marketing Strategy, Transparency, Civil Rights, Activism, Social Change, Music, Geek Lifestyle, Comic Conventions, Anime Conventions, Human Rights, Communications, Trademarks, Intellectual Property, Crowdsourcing, Social Media, Social Justice, Racism, Language, Equity, Activism, Asian American Issues, Racial Justice, Inspiration, Productivity, Higher Education, Diversity & Inclusion, Diversity & Inclusion in the Workplace, Equity and Cultural Safety, Public speaking & training, Leadership Entrepreneurship Startups

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## Affiliations

American Cancer Society, American Cancer Society Cancer Action Network, Music Think Tank, American Mensa, Asian Pacific American Network of Oregon, Asian Professionals Exchange, Independent Recording Artists Community, Asian American Arts Alliance, National Council for Marketing and Public Relations, National Association for Campus Activities, The Slants, Oregon Environmental Council, Marylhurst University, American Society of Composers, Authors, and Publishers, Portland Center for Human Rights, marylhurst university

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## Sample Talks

### Give Racism a Chance

Trayvon Martin. Ferguson. Asians in the Library. Today, it's common for people to sweep racism under the rug, as if it were an issue of the past rather than a reality faced by people of color on a daily basis. In the United States, we preach about equality, opportunity, diversity, and fighting for the underdog. Yet, we live in a society that perpetuates systemic racism and oppression in nearly all areas of our life: government policies, education, our communities, and even in our entertainment. For people of color, we're often subject to microaggressions – everyday indignities or slights, whether intentional or unintentional, that communicates hostile, derogatory, or negative racial slights and insults. Most of the time, those who inflict microaggressions are unaware that they've done anything wrong or insensitive at all.

When those of us who are targets of these practices explain why something is offensive, we're told to "lighten up," to stop being so sensitive, etc., as if we had done something wrong. The conversation is shut down before it even begins because people feel uncomfortable having candid discussions of race and identity. We're allowing subversive racism to harm the lives of millions of Americans because of this discomfort. But it is time to step up and bring these conversations forward, to give racism a chance to exist so that we can spend more time talking about how to fix it rather than debating its existence. In this workshop, you'll learn how to use data and storytelling to overcome the challenges - whether it is stereotypes about APA's, talking about controversial topics in the news, or handling crude comments from friends, it's important to be empowered and to fight the true evil: racism.

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## Past Talks

### How to Get a TED Talk

TEDxColorado Springs

### The Innovation of Immigrants

TEDxFront Range

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## **Education**

### **Marylhurst University**

Master of Business Administration (M.B.A.) Marketing

### **University of Phoenix**

Bachelor of Science Business Management

### **University of California, Riverside**

Bachelor of Arts Religious Studies & Philosophy

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## **Accomplishments**

### **Album of the Year**

Won multiple "Album of the Year" music awards from organizations such as the Willamette Week, Portland Music Awards, RockWired Magazine, AsiaXpress, and many more

### **Bestselling Non-Profit Books on Amazon.com**

Simon's book, "How to Get sponsorships and Endorsements" reached #15 on Amazon.com's bestselling books for non-profits and charities within 48 hours of its release.

### **Featured on NPR's "All Things Considered"**

Featured on nationally syndicated program "All Things Considered" for work in social justice, music, and niche marketing.

<http://www.npr.org/templates/story/story.php?storyId=90278746>

### **Interview with TIME Magazine**

Feature/interview with TIME Magazine: <http://entertainment.time.com/2013/10/23/the-slants-suit-asian-american-band-goes-to-court-over-name/>

### **Portland Rising Star**

Received a "Portland Rising Star" award from Knowledge Universe/Ignite a Fire Awards

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## **Testimonials**

**Dewey Weddington**

I have immense respect for the passion and drive that Simon has in bringing his vision to life and to defend it at every turn. As a marketer he is insightful, inventive and ever in pursuit of viable channels to connect with his audience and retain that connection for the life of his brand. His leadership steers a team of creative individuals who not only share his vision but rally behind it to ensure its success. I have had many opportunities to work with Simon and have appreciated his partnership in events both here in Oregon as well as in NY, Austin and Nashville.

I look forward to every opportunity to work with Simon and the ingenuity he brings to the big picture of marketing.

**Bill McNally**

I enjoy working with Simon very much. He has unique and interesting ideas in cross marketing his band on multiple levels that are very effective. He secures endorsements that work well to promote his band. Simon is a very motivated marketing and promotion oriented professional.

**Spencer Trowbridge**

Simon is a tremendously talented individual, and, given his strong leadership skills and deep knowledge base in the areas of marketing, promotion, and business development, it is not surprising that he has such a well-established track record of success.

**Cole Stant**

Simon is dedicated to his endeavors, and brings a natural sense of marketing and promotions to his activities. A self-starter and a creative thinker, Simon has a strong talent for problem solving.

**Aaron Thompson**

Simon is just a rare gem of a human being, plain and simple. I have had the pleasure of knowing him for over 15 years and have worked with him in a variety of creative projects, from music to design and everything in between. A creative guy, intelligent scholar, and a man of integrity and honesty all around. I would recommend him in any situation for anything.

**Jose Luis**

I enjoyed connecting with Simon and his group, The Slants, very motivating group of guys... all about pleasing the fans and making them want more. They have a creative value to them as an indie group and more so as a soon to be major group. Simon was always communicating with me and had reliable feedback. I would love to work with him and his group again and anytime. I wish them the best in their journey to success and if my help is ever needed I will be there for them.

**Dr. Pamela Cox-Otto**

"Seriously loved the presentation! Simon answered the questions before I could ask. Very funny, clear, & practical. "

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