

## Dr Chris L Brown

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### ***Leadership, Culture & Strategy Keynote Speaker, Author, Entrepreneur and Researcher***

Chris Brown takes a unique approach to helping leaders ignite customer-centric business cultures on a global scale. Alongside his talented colleagues, Chris has spearheaded groundbreaking research in this field, culminating in their findings being showcased in publications such as the Harvard Business Review, Strategy & Leadership, B2B Magazine, and CEO Magazine, among others.

With a keen focus on helping organizations shape cultures that are deeply rooted in customer-centric values, Chris Brown excels in steering companies through the fast-paced changes of today's technological landscape. His early tenure as a Marketing Director for HP, where he was instrumental in generating over \$1 billion in revenue, speaks to his profound understanding of the very real challenges leaders face in fostering an outward-facing business orientation.

Chris' intellectual curiosity and passion for groundbreaking research took him to Malibu, California, where he earned his Doctorate from Pepperdine University. His academic achievements garnered him the highest honor a business student can aspire to—the prestigious membership in the Beta Gamma Sigma Society, a symbol of excellence and distinction recognized globally.

Chris was the EVP of the Silicon Valley American Marketing Association, the premier Chapter of the World's Premier Marketing Association from 2007-2011. Chris continues to run National Workshop programs for the AMA in San Francisco, New York & Chicago.

### ***What Chris Brown Talks About***

- Customer-Obsessed Leadership, Strategy & Culture Change
- Impact of Technology on Customer Experience (AI, Machine Learning, Social Media)
- Brand and Marketing Effectiveness and ROI
- Customer Insights and Analytics

### **Testimonials**

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“ Chris demonstrated a deep expertise in what it takes to create Customer-Driven organizations that produce better performance for shareholders and employees. The presentation particularly resonated with senior executives that are always looking for ways to improve and enhance their own leadership and their organization’s performance. I can highly recommend Chris as a speaker.

**- Ed Cohen Conference Program Developer, Publisher & Editor Global HR News**

“ It is truly a great speaker that considers his audience. Chris is that sort of person. He is aware of others and this, as well as his business acumen and professional experience, makes him an awesome presenter. I have had the opportunity to listen to Chris on a couple of occasions and found him to be very engaging. The insights, examples and real practical experience gives Chris the edge as a presenter with information and examples that everyone can relate to. Anyone who gets the opportunity to listen to Chris speak should seize it!

**- Danielle Macinnis. Market Development Director Hewlett- Packard**

“ Chris was a fabulous speaker. He engaged the audience with interesting stories making his session the most enjoyable of the 2 days. He was professional and wonderfully casual with us. He gives off that he is highly intelligent and did not once speak down to anyone. He treated everyone with respect and was fun to be around.

**- EVP Marketing Bell Canada**

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