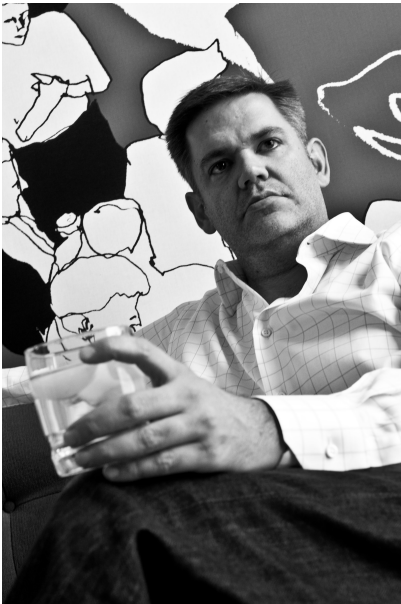


TED WRIGHT



Ted Wright has been at the forefront of Word of Mouth Marketing since he helped re-ignite the Pabst Blue Ribbon brand in 2000. Over the last decade, his agency has become a global leader in Word of Mouth Marketing with clients on every continent.

Enjoying the status of “go to” agency for successful CMOs in the beverage, high-tech, entertainment, hospitality and

CPG segments, Ted and his team have been honored for their work with a variety of awards, including a Clio, Effie and WOMMY.

An alumnus of Booz Allen & Hamilton, Ted also holds an MBA with honors from The University of Chicago.

Did you know

9 people out of 10 state “word of mouth” as the most likely reason they purchase the brands that they do.

Companies report ROI’s 10X larger for their Word of Mouth Marketing programs than any other marketing channel or campaign.

P&G says that a single influential consumer creates 1,000,000 opportunities a year for their favorite brand stories to be shared throughout their social network.

**For bookings call (404) 638-1066 or write to
speakingrequest@fizzcorp.com**

Topics

The Modern Campaign
Word of Mouth Marketing
Digital WOM and Social Media

Testimonials

Ted is interesting, funny, and practical...great for understanding why you need Word of Mouth Marketing and how it works.

-Americus Reed II, Associate
Professor of Marketing, Wharton

With a viewpoint as crisp and refreshing as a cold draft beer on a warm summer day, our attendees thought Ted was an excellent speaker.

-Kristi Prior, Cold Vault Summit

Engagements

MBA programs at Wharton, Chicago, Stanford and Harvard
Kellogg Innovation Network
Bissell Corporation | GM
Mexico Tourism Board | Sazerac
Intuit | Nestle | FEMSA | Pitney Bowes | Intel | AON | Online Marketing Summit | Tales of the Cocktail | iStrategy | WOMMA Summit | Craft Brewers Conference
Beverage Forum | US Army
Bloomberg | Nike | BevNet | SITE
Beer Industry Summit | SXSW (2012)

Contact Ted @fizz_womm or ted@fizzcorp.com