

THE HUMAN BRAND

KEYNOTE SPEAKER CHRIS MALONE DELIVERS COMPELLING HUMAN BRAND INSIGHTS AND SKILLS

for Building Lasting Customer & Employee Loyalty in the Digital Age

People everywhere describe their relationships with brands of all kinds in deeply personal ways—we hate our banks, love our smartphones, and think the cable company is out to get us. What's actually going on in our brains when we make these judgments?

Through his original research, customer loyalty expert Chris Malone shows that we relate to companies, brands, and even inanimate products in the same way that we naturally perceive, judge, and behave toward one another.

Having evaluated over 100 companies and brands around the world, Chris Malone shares compelling insights and stories of fanatical loyalty to companies like Panera Bread, Starbucks, Domino's, WestJet and more, showing how they manage to achieve success and sustain it—even recovering from major missteps—by forging warm and competent relationships with customers and employees.

Audiences of all kinds have been enlightened and inspired to discover how and why we make the choices we do, as well as what it takes for companies and brands to earn and keep our loyalty in the digital age.

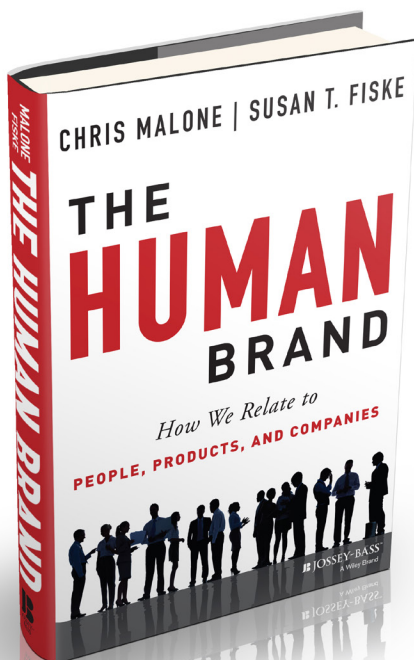


Speaking Topics

The HUMAN Brand:
How We Relate to People, Products
& Companies

Back to the Future:
Building Loyalty in the Digital Age

The Employer of Choice:
Attracting Talent in the Digital Age



DURING CHRIS' COMPELLING AND PERSONALIZED SPEECHES, HE:

- Explains the warmth & competence model of social perception that drives over 80% of human behavior.
- Reveals the key findings of his customer and employee loyalty research with over 100 companies and brands.
- Shows how the Middle Ages of Marketing & Management are now over and why the Relationship Renaissance has begun.
- Shares case studies and real-world examples of how companies like Panera, WestJet, Starbucks, Domino's are building fanatical loyalty.
- Details three imperatives for building lasting customer and employee loyalty in the digital age.

HERE'S WHAT EVENT PLANNERS ARE SAYING:

"Chris's remarks challenge the paradigm of companies focused on customer experience. It stimulated us to think about the human emotions associated with our brands. Most importantly it reminded us that the simplest human connections can really drive incredible equity in our brand."

Dr. John Bamforth, Chief Marketing Officer
North America, Eli Lilly & Company

"Chris Malone has given thought-provoking and inspiring presentations at our events and our members have enjoyed both his content and delivery. Chris has a wonderful stage presence and is able to truly connect with his audience. We would be delighted to have him back again!"

Shane York, Senior Director of Events
Human Capital Institute

"Chris Malone was one of the best speakers we've ever had. The warmth and competence stories and insights he shared with our leadership team resonated with us in so many ways and continue to be part of our daily conversations."

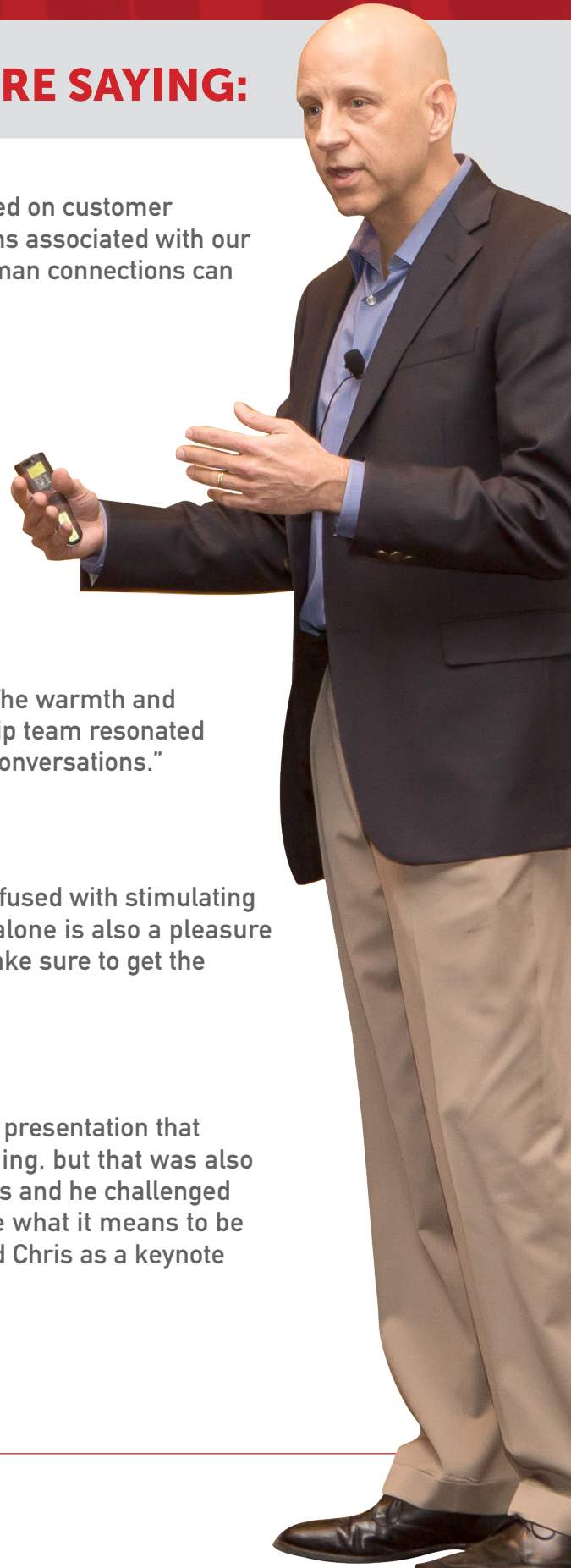
Pina Sciarra, Vice President of Sales
Johnson & Johnson

"Chris Malone is a master storyteller. His presentations are infused with stimulating anecdotes, keen observations, and savvy business advice. Malone is also a pleasure to work with – he cares about who his audience is and will make sure to get the content and tone right for yours."

Marti Funk, Senior Vice President
iMedia Communications, Inc.

"A consummate professional from start to finish, Chris gave a presentation that was not only intellectually stimulating and emotionally touching, but that was also specifically tailored for our audience. His delivery was flawless and he challenged our attendees to truly 'think outside the box' and contemplate what it means to be a HUMAN brand in a digital age, I would definitely recommend Chris as a keynote speaker for any organization."

Sunsieray McCall, Vice President
Momentum Events & Consulting



PRAISE FOR THIS AWARD-WINNING BOOK

A 2014 Axiom Business Book Award Winner

A 2014 International Book Award Winner

Top Marketing Book of 2013, *The Examiner*

Five New Books That Are Must Reads for Finance, *CFO Daily News*

Best Business Books to Get Cozy With, *Entrepreneur Magazine*

"Put this book at the top of your to-do-list!", *Arizona Daily Sun*



"The HUMAN Brand is a brilliant synthesis of psychological science and marketing wisdom. Engaging, insightful, and deeply original, an essential book for every business reader."

Dan Gilbert, bestselling author of Stumbling On Happiness and Edgar Pierce Professor of Psychology at Harvard University

"How do we earn the lasting loyalty of others? Chris & Susan provide some fundamental, yet powerful insights into building relationships that matter. They challenge us to 'come out from behind the curtain' and to lead with courage, conviction and heart. Never before has the humanization of brands and leadership been so vital to success."

Jay Gould, President & Chief Executive Officer, American Standard Brands

"The HUMAN Brand is a must read for those who want a truly evolved understanding of how to earn loyalty and create lasting relationships with customers. It's a timely look at how modern corporations hold onto customers...and how we drive them away."

Beth Comstock, Vice Chair, General Electric

"This insightful book explains in simple terms why trust is at the heart of every healthy relationship, not just between people, but between companies and their customers. It will cause you to completely rethink your current approach to customer relationships, and that's a good thing."

Tom Long, Chief Executive Officer, MillerCoors

"In all the noise and all the confusion, these insights on what really matters for corporations to maintain true customer loyalty are invaluable."

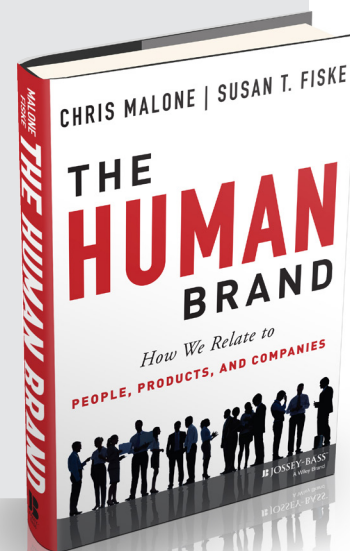
John Williams, President & Chief Executive Officer, Domtar Corporation

"This book offers truly ground-breaking insights on the psychology of customer choice and loyalty. It challenges us to rethink what really matters to our customers and what it takes to build strong and authentic relationships with them."

Ann Mukherjee, Chief Marketing Officer, S.C. Johnson

"Chris Malone has a unique talent for uncovering customer insights that challenge conventional wisdom and uncover new growth opportunities. In *The HUMAN Brand*, he and Susan Fiske offer a new way to understand brands that can be used to deliver more memorable customer experiences that drive profitable growth."

Ravi Saligram, President and Chief Executive Officer, Ritchie Bros. Auctioneers



AN ACCOMPLISHED FORTUNE 500 EXECUTIVE,
CHRIS MALONE NOW SEEKS TO MAKE A LASTING
DIFFERENCE IN THE LIVES OF OTHERS.

Chris is an award-winning author, keynote speaker and consultant who helps clients achieve sustained business growth and performance. As Managing Partner of Fidelum Partners, he has worked with hundreds of senior executives in organizations ranging from Fortune 500 companies to start-ups and non-profits.

Previously, he was chief marketing officer at Choice Hotels International and senior vice president of marketing at Aramark Corporation, and has held senior marketing and sales positions at leading organizations including Procter & Gamble, the National Basketball Association, and The Coca-Cola Company. When time permits, Chris enjoys surfing and playing basketball. He lives in the Philadelphia area with his wife and three sons.

PAST SPEAKING VENUES

- Cigna Corporation
- Duane Morris, LLP
- Eli Lilly & Company
- Human Capital Institute
- John Hancock
- Johnson & Johnson
- Lincoln Financial
- National Restaurant Assoc.
- Nestlé Purina
- Outrigger Resorts
- TD Bank
- The Dow Chemical Company
- Banff World Media Festival
- Brinker Capital
- Direct Marketing Association

RECENTLY FEATURED BY

- Bloomberg Businessweek
- Bloomberg TV
- CNBC Squawk Box
- CNBC Street Signs
- Entrepreneur
- European Business Review
- Forbes
- FOX Business MONEY
- Fortune Magazine
- Inc. Magazine
- Knowledge@Wharton
- Philadelphia Business Journal
- The Wall Street Journal
- Wall Street Journal Live

