



30

YEARS ADVISING LEADERS

250+

ENGAGEMENTS DELIVERED

6X

TEACHING AWARD WINNER

WSJ

BESTSELLING AUTHOR

SIGNATURE KEYNOTE

OUTBRAND

Better Gets You Compared. Distinct Gets You Chosen.

OUTBRAND gives leaders a practical decision system for escaping the generic middle, the place where work looks polished, performs adequately, and gets ignored.

OUTTHINK	OUTPOSITION	OUTLAST
Clone Your Best Customer. Your best customers are not just buyers. They are your blueprint.	Pass The Can't / Won't Test. If competitors can copy it tomorrow, it is not a strategy.	Test What Should Not Work. Not everything that makes sense works. Not everything that works makes sense.

■ What Leaders Take Away

- A sharper way to name the real problem: sameness, not noise.
- A practical lens for seeing where speed and tools scale weak thinking.
- Three tools leaders can apply to next quarter's plan.
- A shared decision language for marketing, sales, product, and leadership.

Best for:

CMO summits, executive offsites, brand and growth forums, B2B and RevOps events, and corporate leadership meetings.

Also available: *The Judgment Advantage* and *Escaping the Efficiency Trap*, each built for your room.

■ Formats for Your Room

Format	Best Use	What They Leave With
Keynote (60 to 90 min)	Conference mainstage or leadership event	The OUTBRAND decision filter and three signature moves
Executive Briefing (2 hr)	Senior team alignment before a rollout	Tools to find your best customers, defensible positions, and smarter strategic tests
Half-Day Workshop (3.5 hr)	Marketing, sales, product, and leadership teams	A working readout on where the brand is stuck in the generic middle
Full-Day Workshop (7 hr)	Org-wide application to your specific challenges	Your campaigns and content scored against the 15 principles
Keynote Plus Book Bundle	Book launch, client event, attendee gift	Every attendee leaves with OUTBRAND as the post-event action guide

■ Where Chris Fits

Audience Level	Advanced leadership audiences making decisions about brand, growth, positioning, and marketing effectiveness.
CMO & Brand Forums	Brand strategy, differentiation, marketing leadership, distinctiveness.
B2B & Growth Events	GTM strategy, demand generation, RevOps, ABM, content strategy.
Strategy & Transformation	Competitive advantage, decision quality, and strategic choice under pressure.
Corporate Offsites	Strategy alignment, positioning, brand growth, executive decision-making.
Executive Education	Marketing strategy, strategic choice, customer truth, competitive advantage.

■ Proof On Stage

- Current, recognizable cases from brands like Netflix, Poppi, Duolingo, Nike, British Airways, and Liquid Death, used to make strategy practical, not academic.
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- Original tools: the Customer Clone Grid, Can't / Won't Matrix, Strategic Testing diagnostic, and OUTBRAND Advantage Canvas and principles.
- Material built and tested with MBA, executive, corporate, and conference audiences.

■ Credentials

ACADEMIC

Assistant Professor of Instruction & Assistant Chair of Marketing, McCombs School of Business, UT Austin
Six-time teaching award winner: undergraduate, MBA, and executive

COMMERCIAL

30 years of strategy work
20+ campaign effectiveness awards
100+ published articles

AUTHOR

Wall Street Journal and Amazon bestselling author
Author of OUTBRAND (Wiley, September 2026), The Digital Helix, and Social Media Judo

WORKED WITH

Adobe, Amazon, Cisco, Coca-Cola, Omnicom, HP, Microsoft, USAA

HAS SPOKEN AT

CES, ANA National Conference, American Marketing Association, InnoTech, Ad:Tech, Symantec Executive Conference, USAA Executive Summit

"Fantastic facilitator skills and a true expert on all things marketing, with a unique, engaging coaching style." Norma Flores-Romero, Indeed

Book Chris To Speak

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Values inspire. Principles decide.

