



Kenneth “SHARK” Kinney

Suggested introduction for your Keynote Speaker, Kenneth “Shark” Kinney.

Kenneth "Shark" Kinney is a renowned business and marketing strategist who provides advice and counsel to some of the world's most important brands through his unique experience and perspectives that includes nearly three decades of leading national campaigns and developing strategies while serving many of the most well-known brands in the world including Citi, Chase, Target, GM, American Express, FedEx, Hilton Hotels, and others; over 50 colleges and universities; and hundreds of small and medium-sized businesses.

He is making waves on a mission to make brands more curious, brands less misunderstood, marketers more amazing, and leaders more fearless in their desire to impact real change. And yes, that's how he got the nickname Shark. He just so happens to swim and dive a lot with sharks for fun.

Shark is the author of “Dive Deeper and Stop Saying We Care...ish: *How Extraordinary Brands Change to Show Real Care in Order to Create Stronger Relationships with Consumers, Customers, and Employees.*”

He is also the host of “A Shark’s Perspective” podcast, which has featured many of the most well-known and respected experts in marketing and advertising.

Please welcome Kenneth “Shark” Kinney!