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**Expert in UnMarketing**

<https://www.kmprod.com/speakers/scott-stratten>

## Bio

For generations, marketing has been hypocritical. We've been taught to market to others in ways we hate being marketed to — so why do we keep trying the same stale marketing moves? Scott Stratten — named one of the “Top Five Social Media Influencers in the World” on Forbes.com — is an “unmarketer” and an expert in viral, social, and authentic marketing. Using real life, practical examples, along with a good dose of humour, he shows audiences how to “unlearn” the old ways and consistently attract, engage, and hold on to the right customers.

Formerly a music industry marketer, national sales training manager, and college professor, Stratten is currently the president of UnMarketing. Prior to this, he ran one of the most successful viral video agencies in the world for nearly a decade before solely focusing on speaking. He has worked with companies like Walmart, PepsiCo, Adobe, IBM, Microsoft, Cirque du Soleil, and Saks Fifth Avenue to help them navigate their way through the landscape of business disruption.

Stratten is the co-author of six bestselling business books. His most recent titles include *The Jackass Whisper: How to Deal with the Worst People at Work, at Home, and Online — Even When the Jackass is You* and *UnBranding: 100 Branding Lessons for the Age of Disruption*. His writing has also appeared in the *Wall Street Journal*, *Huffington Post*, *USA Today*, *Entrepreneur Magazine*, CNN.com, Inc.com, and *Fast Company*, among many other media outlets.

## Topics

All keynotes are customized for the audience, so nothing feels “out of the can” or generic. Whether it’s a B2C, B2B, Marketing, Sales, Leadership or a mixed audience, the message is always on point and resonates. With that in mind, there are always pre-event calls with Scott and the client as it always helps to have some guideline to use for conference programs and audiences beforehand.

### In-Person / Virtual Keynotes:

**UnLeadership: Leading for Tomorrow, Today** [\[morelink\]](#)

**UnMarketing: Stop Marketing, Start Engaging** [\[morelink\]](#)

**Content is King (and Queen)** [\[morelink\]](#)

**UnSelling: The New Customer Experience** [\[morelink\]](#)

**UnBranding: Loyalty in the Age of Disruption** [\[morelink\]](#)

**Ethics & Building an Authentic Online Brand** [\[morelink\]](#)

**Virality** [\[morelink\]](#)

To inquire about Scott Stratten's speaking schedule, [fees](#) & [booking Scott Stratten, contact us](#).