

JONATHAN DAVID LEWIS

SPEAKER BIO



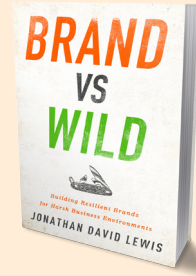
The author of *Brand vs. Wild: Building Resilient Brands for Harsh Business Environments*, Jonathan David Lewis is an engaging and authoritative speaker on shaping a brand that can survive—and thrive—in today's tough, uncertain world.

As partner and strategy director at McKee Wallwork + Company, Jonathan led his firm to be recognized by industry purveyor *Advertising Age* as a national leader in branding and marketing, winning the Southwest Small Agency of the Year, national B2B Campaign of the Year, and national Best Places to Work awards.

A branding and business strategist, Jonathan honed his skills during the lean years of the Great Recession, helping brands navigate today's unforgiving new business paradigms. Jonathan's opinions are highly sought by numerous business and marketing publications, including *Forbes*, *Digiday*, and *Advertising Age*, where he explores the factors that lead to stalled growth and the principles proven to help companies navigate the ambiguities and dangers of the brand wilderness.

Jonathan can tailor any presentation to the needs of a specific audience. He has presented to local and national audiences, and is available to speak to groups of all types, industries, and sizes.

- Regular *Forbes.com* contributor and member of the *Forbes* Agency Council
- McKee Wallwork + Company is an award-winning integrated marketing firm that has been recognized by *Advertising Age* as the Southwest Agency of the Year, the B2B Campaign of the Year, and one of the top ten small agencies in the country, as well as a repeat winner of the prestigious Effie Award for marketing effectiveness.
- Author of *Brand vs. Wild* (Taylor & Francis, May, 2017)



Jonathan speaks on a variety of interesting, original topics that include:

Brand vs. Wild: Building a Resilient Brand for Harsh Business Environments

Why You're Stuck and What to Do About It

Branding Endurance: What Companies Can Learn from Ernest Shackleton

Lost in the Wild: The Three Forces that Push Brands into the Wilderness

Survival Psychology: How Fear is Holding Back Your Brand

Finding Your Bearings in the Brand Wilderness

Mutiny. Disarray. Cannibalism. What Happens When Companies Lose Consensus

Pitfalls of Modern Advertising

Bold Branding: How to Set Your Brand Apart by Courageously Going Where Others Won't