

17TH ANNUAL CONFERENCE
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INTRODUCING DAN SCHAWBEL

KEYNOTE SPEAKER

Dan Schawbel Partner & Research Director at Future Workplace



Dan Schawbel is a New York Times bestselling author, serial entrepreneur, Fortune 500 consultant, millennial TV personality, global keynote speaker, career and workplace expert and startup advisor. His mission in life is to support his generation from student to CEO.

Dan is a Partner and Research Director at Future Workplace, an executive development firm dedicated to rethinking and reimagining the workplace, with members including Disney, GE, American Express, Google and Amazon. In 2016, Future Workplace acquired Dan's company, WorkplaceTrends.com, a research and advisory membership service for HR professionals at companies including Nestle, Sodexo and Goldman Sachs. WorkplaceTrends.com is the largest aggregator of workplace research in the world with over 160 sources. He is also the Managing Partner of Millennial Branding, a Gen Y research and consulting firm, which has helped companies like American Express, NBC Universal, Ernst & Young, Deutsche Bank, Oracle, Fidelity and Monster better understand the millennial generation. Through both companies, he's published 27 groundbreaking research studies with over \$450,000 invested and partners ranging from Randstad to Saba. The studies have been covered in over 600 media outlets including The New York Times, NBC, CNN, USA Today and Men's Health.

He is the author of the New York Times and Wall Street Journal bestselling book, *Promote Yourself: The New Rules For Career Success* (St. Martin's Press), which is a #1 Barnes & Noble business bestseller and was named the #1 career book of 2013 by The Chicago Tribune. His first book, *Me 2.0: 4 Steps to Building Your Future*, was a #1 international bestseller and was named the #1 career book of 2009 by The New York Post. His books have been endorsed by over 50 CEOs (Intuit, Campbell Soup), celebrities (Patti Stanger, Daymond John, Barbara Corcoran), professors (Harvard, UPenn, Dartmouth, Northwestern) and bestselling authors (Daniel Pink, David Bach, Harvey Mackay, Seth Godin, Gretchen Rubin, Stephen R. Covey, Ken Blanchard, Dave Ramsey, Jeffrey Gitomer, Jack Canfield, Susan Cain). Combined, his books have been translated into 15 different languages and are used as textbooks at many schools including Stanford University, Boston University, The University of North Carolina at Chapel Hill, and The University of Texas at Austin. Both bestsellers were published before Dan's 30th birthday.

Dan is the founder of the Personal Branding Blog, a Forbes "Top Website for Your Career" and ranked as the #1 Job Blog by Careerbuilder. It has over 5,500 articles that have been read by over 4.8 million professionals, in 228 different countries, and is the most syndicated career resource in America, with partnerships including Yahoo!, AOL, Biz Journals, Entrepreneur Magazine and Business Insider. He is a columnist at FORBES, and a former columnist at TIME, Metro US, BusinessWeek and Mashable. In addition, he has written for The Harvard Business Review, Fortune, The Wall Street Journal, The

Economist, CNBC.com, CBS MoneyWatch, CNN.com, Fast Company, Forbes Magazine, The Guardian, Inc., TechCrunch, Entrepreneur, The Globe And Mail, and numerous others. In total, he has written over 2,000 articles covering the workplace, careers, millennials, social media and personal branding, which have generated more than 10 million views.

He's spoken at some of the world's most prestigious companies including Google, IBM, Time Warner, Ericsson, CitiGroup, McGraw-Hill and Siemens, as well as some of the most notable schools, including Harvard Business School, Stanford, Cornell and MIT. In 2010, Dan was recognized as Hearst Visiting Professional at Arizona State University's Cronkite School. In addition, he's spoken at major conferences such as SHRM, ASTD, HCI and The Conference Board and shared the stage with everyone from Seth Godin to Ice-T.

Dan's long list of honors include being named to the Inc. Magazine 30 Under 30 List in 2010, the Forbes Magazine 30 Under 30 List in 2012 and the Forbes Top 20 Social Media Influencer List in 2013. BusinessWeek cites him as someone entrepreneurs should follow and Details Magazine cited him as one of five Internet gurus that can make you rich. He recently made Business Insider's Top 40 Innovative People Under 40 list along with Mark Zuckerberg and Marissa Mayer.

Dan has interviewed over 1,500 people in his career, from celebrities (James Franco, Jessica Alba, Arnold Schwarzenegger, Donald Trump, Rachael Ray) to CEOs (Deloitte, Virgin, Google, Discovery, Pixar, Twitter, Instagram, Whole Foods, SAP, Contain Store) to thought leaders (Malcolm Gladwell, Tom Peters, Jim Collins, Clayton Christensen, Michael Porter) to politicians (John Kerry, Colin Powell, Donald Rumsfeld) and even an astronaut (Chris Hadfield). In addition, he interviewed David Karp (Founder of Tumblr) for the January 2013 cover of Forbes Magazine.

He has been featured in over 1,200 media outlets such as "The Today Show" on NBC, "Street Signs" on CNBC, "The Nightly Business Report" on PBS, "Fox & Friends" on Fox News, "The Willis Report" on Fox Business, "In The Loop" on Bloomberg TV, NPR, People Magazine, The Economist and Wired Magazine. His work has also been cited in over 50 books, including Marketing 3.0 by Philip Kotler and The Facebook Effect by David Kirkpatrick. He's been a spokesperson for DeVry University and The National Association of Insurance Commissioners, as well as contributed thought leadership to programs created by Bank of America, Self Magazine, Intuit and The University of Phoenix. Schawbel served as the spokesperson for Philips' 2015 employer branding campaign and currently serves as the spokesperson for Staples' 2015 "Workplace Index" campaign.

From 2007 to 2012, Dan published Personal Branding Magazine, with a team of 20 and 150 contributing writers. In total, there were 19 issues that included exclusive interviews with Evander Holyfield, Guy Fieri, Kathy Ireland, Brooke Burke and Gary Vaynerchuk. During that time, he also hosted sold out networking events that included speakers such as Johnny Cupcakes, Kenny Florian (UFC), Larry Weber (Founder of Weber Shandwick) and representatives from The Boston Celtics, The Jimmy Fund, Harvard University, Hill Holliday and The Harpoon Brewery.

In 2007, Dan co-created one of the first social media positions in a Fortune 200 company, and the first one ever at EMC. He was known for creating EMC's social media accounts, working across multiple departments worldwide to train and implement social strategies and helping grow their internal network to over 10,000 users before he left in 2010. For his efforts, Mashable named EMC one of the "40 best Twitter brands" and AdAge noted that "Schawbel has revolutionized the way EMC communicates and collaborates with its stakeholders." While at EMC, Dan became Six Sigma "Green Belt" certified, leading a successful cross-functional project that increased efficiencies in the marketing services department.

Dan entered the workforce at the age of 13, had his first internship in high school, started his first business (a web design firm) in college and graduated with eight internships in total. Work ethic was instilled in him early by his family and is still very much alive in him today.

He is a founding member of the Young Entrepreneur Council, on the advisory board of the Kronos Workforce Institute and is an advisor to Branded.Me, a website generator, and Freelanship.com, a freelance marketplace for students. Dan volunteers for the UJA-Federation of New York and is currently a Global Leadership Society fellow. Dan lives in New York, NY and graduated Magna Cum Laude from Bentley University in 2006.