

# CHRIS KOCEK

SPEAKER | AUTHOR | BRAND STRATEGIST



**Chris Kocek** is an author, speaker, and founder of Gallant, a branding studio in Austin, Texas dedicated to helping purpose-based brands build a better world. Prior to starting Gallant, Chris worked in advertising as a strategic planner in NYC and Austin, developing nationally recognized campaigns for Fortune 500 brands and highly respected nonprofits, including AARP, Lowe's Home Improvement, Hyatt Hotels, Ace Hardware, John Deere, and The Christopher and Dana Reeve Foundation. A frequent guest lecturer at the University of Texas at Austin, Chris is a regular contributor to Entrepreneur Magazine and the author of *Any Insights Yet?* and *The Practical Pocket Guide to Account Planning*.

## Expert In:

### CONSUMER INSIGHTS

- *Any Insights Yet? How Great Brands Build Insights, Disrupt Their Categories, and Meet Consumers Unmet Needs.*
- From Data to Insights to Action: What Every Marketer Needs to Know.
- Triangulating Insights Inside Your Digital Data.
- Asking Better Questions to Get to Better Insights.
- Turning Powerful Insights Into Great Campaigns.

### STARTUPS & CHALLENGER BRANDS

- Competing With Giants: Ten Marketing Tips Every Challenger Brand Needs to Know.
- Seven Marketing Mistakes Brands Make and How to Avoid Them.
- Blast Off: Top Marketing Strategies Behind The World's Most Successful Brands.
- The Perfect Pitch: What Investors Really Want to Know.

### BRAND STRATEGY

- The Purpose and Power of Brand Positioning.
- Why Great Marketing Is Like a Great First Date.
- Your Brand Is Not a Logo, a Tagline, or Your Packaging.
- Brand Messaging vs. Product Messaging.
- You Don't Own Your Brand. Consumers Do.

## What Others Are Saying:

### “CHRIS DIFFUSES THE BOREDOM BOMB.

He takes a topic that is somewhat intimidating for people, and makes it instantly conversational and collaborative.”

– **Victor Camozzi, Group Creative Director GSD&M**

### “CHRIS’ TALK HAD PEOPLE LAUGHING

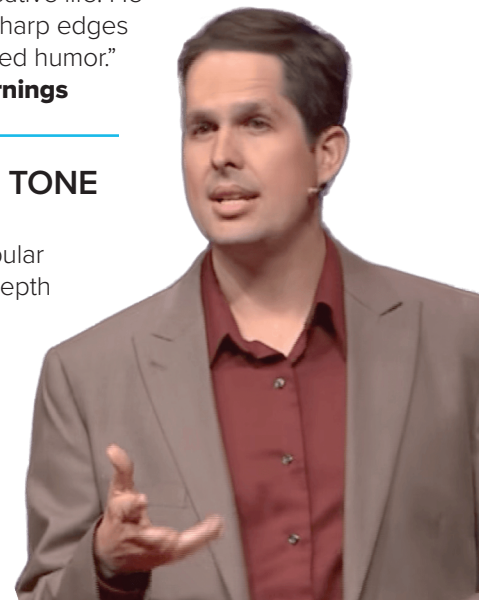
more often than most CreativeMornings talks. By using universally appreciated examples and drawing direct lines of comparison, he made it easy for people to follow his thinking. He also wasn't afraid to point out the hard truths behind leading an ethical, creative life. He successfully rounded those sharp edges with appropriate and well-timed humor.”

– **Ben Thoma, Creative Mornings**

### “CHRIS SET A GREAT TONE FOR OUR EVENT

and was one of our most popular presenters. While he has in-depth experience in this field, our audience was new and Chris came up with excellent and relevant examples for them. He did an outstanding job.”

– **David Cook, TASSCC President**



**BOOK CHRIS FOR YOUR NEXT EVENT!** [chris@gallantbranding.com](mailto:chris@gallantbranding.com) or call 512.814.5152