

STEVE JONES

Steve Jones is a 30-year music industry insider, one of the world's leading radio programmers, and author of two highly-acclaimed business and marketing books, *Brand Like a Rock Star* and *Start You Up*. Steve taps into his experiences in the music biz to illustrate what great businesses can learn from the legends of rock.

Gene Simmons of Kiss says, "Steve Jones knows a thing or two. Listen and take notes."

In engaging concert-like presentations filled with backstage stories, music, and videos, Steve shows how great brands can be as consistent as AC/DC, overcome adversity with the resilience of Fleetwood Mac, build incredible fan experiences like Jimmy Buffett, and connect with customers like Taylor Swift.

Notorious rock star Alice Cooper says, "Steve gives you the insight of a rock 'n roll veteran."

Steve has created and guided winning media brands in the US, Canada, and the Caribbean. He was recognized as International Radio Programmer of the Year at the 2014 Worldwide Radio Summit, and currently oversees 90+ radio brands in Canada as VP/Brands & Content with Newcap Radio.