Becoming the #1 choice in crowded markets.

“He just knocked it out of the park.”
- Chip George, CEO, Comfort Research

They Buy Your BECAUSE

Learn a framework in innovation and influence that will show you how to become the #1 choice in crowded industries. Gerry will show you how to create disruptive strategies and messaging to attract your ideal customers, and how to leverage change to create unique competitive advantages making you the clear choice in your industry.

Gerry O’Brion is a strategy and branding expert who has worked on several billion-dollar brands and distilled that experience into a framework that will challenge your thinking about why customers buy, and how they make referrals.

His presentation is a fun, thought-provoking dialogue that includes four critical questions you should be asking to stand out in the sea of sameness. It is packed with strategies and case studies from multiple industries that you can leverage regardless if you’re B to B or B to C.

What You’ll Get

• The power of your Because.
• Four steps to becoming the #1 choice.
• Strategies for navigating disruptive change.
• Creating passionate, vocal fans.
• How to be different when you seem the same.
• Driving more referrals.

Who is this for?

This is ideal for business owners or sales teams who need to navigate their company through significant change in their industry, who want to generate more referrals, and become the #1 choice for customers.
What attendees are saying…

“Recommend him. Two thumbs up.”
– John John Kailunas
Chairman, Regal Financial Group

“We walked away with so many great takeaways on how to drive our revenue.”
– Pete Rupert
CEO, Fusion Education Group

“He brought our thinking to a whole new level.”
– David Bolt
President, GMB Architects & Engineers

Gerry O’Brion

Gerry O’Brion helps businesses grow.

His keynote address What Big Brands Know has helped thousands of business owners.

He is the Founder of What Big Brands Know® and the creator of the Business Blueprint program.

After years as an executive with billion dollar brands, Gerry now uses big company strategies to grow organizations of all sizes. His strategies work in any business regardless of their budget.

Gerry began his career in marketing at Procter & Gamble, working with brands such as Crisco, Tide, Mr. Clean, and Spic & Span. Next, he managed Coors Light, became VP of Marketing for Quiznos, and then VP of Marketing for Red Robin Gourmet Burgers.

Learn More

Visit WhatBigBrandsKnow.com to learn more, see a demo video, press, testimonials, and free articles.