



Influential Marketing Group

## Rohit Bhargava: Speaking Bios

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### **One-line Bio:**

Rohit Bhargava is the best selling author of 4 marketing books, Professor of Marketing at Georgetown University and founder of the Influential Marketing Group.

### **Short Bio:**

Rohit Bhargava is a marketing expert dedicated to bringing more humanity back to business. He is the best selling author of 4 marketing books, Professor of Marketing at Georgetown University and founder of the Influential Marketing Group. Rohit is a two time TEDx speaker and has been invited to deliver non-boring keynote presentations at events in 27 countries around the world.

### **Long/Full Bio:**

Rohit Bhargava is a marketing expert dedicated to bringing more humanity back to business. He is the author of 4 best selling marketing books (including the award winning [Likeonomics](#)), CEO & Founder of the [Influential Marketing Group](#) and Professor of Global Marketing at [Georgetown University](#).

An early marketing pioneer, Rohit co-founded the world's largest team of social media strategists back in 2004 and spent more than a decade leading digital strategy at two of the largest marketing agencies in the world (Ogilvy & Leo Burnett) in the US and Australia. His client list has included Intel, American Express, Novartis, Pfizer, IBM, Unilever, Pepsi, Heineken, and dozens of other brands across multiple industries. In 2013, he started his own "[conciierge marketing](#)" service (Influential Marketing Group) to offer more personalized Digital CMO style consulting for brands & selected startups.

He is a sought after speaker on marketing, social media and the future of business – and has delivered “non-boring” keynotes to audiences from 20 to 5000 at respected events including TEDx (multiple), SXSW, the World Communication Forum (Davos) and at hundreds more events across 27 countries (and counting!). Rohit's highly visual presentations have been viewed and downloaded on [Slideshare](#) over 1 million times and his popular “Influential Marketing” blog has been read by more than 2 million professionals and was named one of top 25 marketing blogs in the world by *AdAge* magazine.

Rohit publishes a [highly anticipated annual trend report](#) and is frequently interviewed by media globally as an expert on business trends, consumer behaviour, marketing, and social media. Recently, his insights have been featured in The New York Times, NPR, The Guardian



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(UK), Fox News, MarketingChina, Times of India, and CNBC. This year, he was also named to the prestigious [2013 Top 100 Thought Leaders In Trustworthy Business Behaviour](#) list along with Richard Branson, Tom Peters and Howard Schultz.

Rohit was born in India and holds dual citizenship for the US and Australia. He currently lives in Washington DC with his wife and two young sons. He loves theater, soccer and cooking ... and passionately dislikes cauliflower (a quirky fact he actually wrote about in [one of his recent books](#)).

**More information, videos of previous speaking engagements and a visual sample presentation are all available at [www.rohitbhargava.com/speaking](http://www.rohitbhargava.com/speaking)**  
**Contact Rohit at [rohit@workwithimg.com](mailto:rohit@workwithimg.com) or +1 202 494 8853**