



Justin Foster

Brand Strategist, Speaker, Author

Justin Foster is a noted expert on business and personal branding, as well as generational shifts and technology trends. In addition to branding and marketing, he is frequently requested to speak and consult on Gen Y engagement, social media, startups and more. Justin is the author of *Oatmeal v Bacon: How to Differentiate in a Generic World* and *Human Bacon: A Man's Guide to Creating an Awesome Personal Brand*.

Justin is the co-founder of Root + River. Over the past 20 plus years, Justin has worked as an executive in sales and marketing for large corporations and small businesses, co-founded two marketing firms and conducted over 400 workshops and seminars.

With internal values and high standards as the foundation, Justin works with both organizations and individuals to create memorable first impressions, communicate clear messages and select the right tools to inspire and attract audiences. The result: a meaningful, relevant presence in the marketplace.

“ Justin is provocative, insightful and pragmatic. He gets what effective and authentic branding is all about. ”

– Ron Price, CEO, Price Associates

Speaking

Justin's speaking style is nonconventional; blending humor and inspiration with thought-provoking ideas. A natural communicator, Justin interacts with his audience to disrupt conventional thinking while also providing them an abundance of "right now" ideas. Justin has a particular passion for talking about how brands can regenerate to stay relevant and attract their next generation of employees, customers, and influencers.

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Topics

Justin speaks on any issue related to branding, marketing, internal cultural, and generational and technology shifts. Following are Justin's most popular presentations:

Oatmeal v Bacon

Based on his book of the same name, "Oatmeal v Bacon" reveals the 10 traits necessary to truly stand out from your competition. Taught through the metaphor that oatmeal is boring and bacon is interesting, Justin shows how non-conformity, internal culture and intentional marketing drive brands like Apple, Starbucks, UnderArmour and others to become "Bacon Brands".

Fishbowl

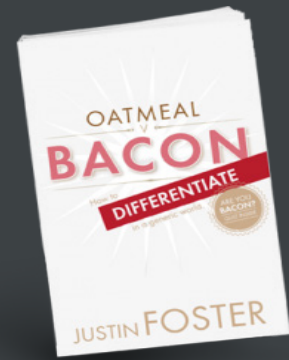
How do you build an effective brand when everyone is watching? "Fishbowl" covers branding, marketing and selling in the era of smart phones, social media and the 24/7 news cycle. Justin reviews the importance of including HR in your marketing strategy, how companies are implementing feedback and response systems and how great brands leverage culture as their #1 differentiator.

Regeneration

Your brand's next generation of customers, employees and investors are connected, cautious and collaborative. In this thought-provoking talk, Justin discusses how to re-energize a stale business or personal brand, the seven keys to staying relevant and how to relate to Gen Y.

“ If you are the CEO or CMO of your company and you are stressed about sales, read his book 'Oatmeal v Bacon'. Then read it a second time. Then give a copy of it to your entire Marketing and Sales teams. Then call Justin and tell him I sent you. He'll hook you up. Trust me. ”

– Tac Anderson - Customer Experience Strategist at Amazon



“ Justin can look into your soul, find your real story, and communicate it in a way that inspires your audience. His ability to drill down to the core of the problem and create a simple, truthful solution is astounding! In many cases people aren't prepared for the accuracy of his transparent advice but walk away with a renewed sense of purpose. ”

– John Hardesty, VP & Publisher of Bodybuilding.com

Justin is available for keynotes, 1/2-day and full-day workshops and retreats.



For more information please email Nichole MacDowell at nichole@price-associates.com or call +1.208.442.0556