



Simon Sinek

Leadership Expert and Author of *Start with Why*

Simon Sinek teaches leaders and companies how to inspire people. He is leading a movement to inspire people to do the things that inspire them. He writes, consults and speaks all over the world about the power of “why” -- the purpose, cause or belief that drives each of us.

A trained ethnographer, Simon has held a lifelong curiosity for why people and organizations do the things they do. Studying the leaders and companies that make the greatest impact in the world and achieve a more lasting success than others, he discovered the formula that explains how they do it. His idea, “The Golden Circle,” is grounded in the biology of human decision-making and is changing how leaders and companies think and act.

Eager to share his optimism, Simon speaks at conventions and corporate meetings worldwide. Additionally, he has written and commented for local and national media, including *The New York Times*, *The Wall Street Journal*, *The Washington Post*, *Houston Chronicle*, *FastCompany*, *CMO* magazine, NPR, and *BusinessWeek*. Simon is a regular contributor to The Huffington Post, BrandWeek, and IncBizNet and makes regular guest appearances on MSNBC’s *Your Business*, among others.

Simon serves on the board of advisors for First30Days and sweetriot. Active in the nonprofit world, Simon also works with the Education for Employment Foundation, Count Me In. He lives in New York, where he teaches graduate-level strategic communications at Columbia University.

His first book, *Start with Why: How Great Leaders Inspire Everyone to Take Action*, was published in October 2009.



Michael Tchong

Founder, Trend Analyst and Transformational Speaker
Ubercool Inc.

Michael is the founder of five start-up companies that helped pioneer sweeping changes such as desktop publishing, personal information management, Internet research, and online marketing. A reinvention specialist, Michael leverages his expertise in marketing, media and technology to help audiences understand how massive waves dubbed “ubertrends” are reshaping society and the opportunities they present.

After attending Fordham University in New York, Michael joined ad agency Doyle Dane & Bernbach, which included working on Apple Computer’s advertising. He then joined Scholastic’s Family Computing as marketing director. In 1985, he joined a fledgling software company, Manhattan Graphics, with a hot new idea: desktop publishing.

In 1987, Michael launched his first business venture, *MacWEEK*. The magazine’s circulation grew to 50,000 and was acquired by Ziff Davis in 1988. Hooked on entrepreneuring, Michael founded Atelier Systems in 1992, which developed “Hello,” a personal communication manager. Hello’s interface was a precursor to Apple’s Newton and 3Com’s Palm Pilot PDA. In 1994, Michael founded Interstellar, a consulting and publishing company. From his strategic “Multimedia Gulch” vantage point, Interstellar created CyberAtlas, which would become the preeminent website for Internet market research.

In February 1997, Michael launched ICONOCAST, where he built the company on the shoulders of a 50,000-circulation online marketing email list and produced the groundbreaking Web Attack! industry conference.

In 2005, Michael founded Ubercool Inc., a branded entertainment start-up, and built a successful practice as trendwatcher and transformation speaker, focusing on innovation and reinvention. Michael is also the author of *Trendscape 2004*.



Jennifer Vachon

Vice President, Brand Strategy and Marketing Services
Blue Cross and Blue Shield Association

Jennifer Vachon is responsible for the Blue Cross and Blue Shield Association's major brand, strategy and marketing communications initiatives. As steward of one of the country's strongest brands, she leads the Association's strategic brand management performance efforts, including brand valuation, positioning, and equity enhancement programs.

Jennifer is responsible for all new enterprise-wide marketing initiatives that demonstrate Blue leadership and innovation in health care affordability and quality. In addition, her team is responsible for market and competitive research in support of strategy development for major business segments, which includes growth initiatives, corporate strategy development, performance improvement, contingency planning, and new business opportunity development.

She also directs the Association's national paid media program, Web communications, and the development of communication and marketing materials on national capabilities for plans to use with their members.

Previously, Jennifer was the executive director of Marketing and Business Strategy at BCBSA. Before joining the Association in 1995, she was manager of Business Development at Northwestern Memorial Hospital, the teaching hospital for Northwestern University Medical School. In that capacity, she was responsible for identifying and implementing new opportunities for growth and business expansion. She also served as health policy analyst for the Metropolitan Planning Council, a nonprofit civic organization that researches critical policy issues and provides a platform for business leaders to influence public policy.

Jennifer earned a Master of Science degree in health policy from the University of Chicago and a Bachelor of Arts degree in economics cum laude from Union College in Schenectady, N.Y.