



About We First and, founder, Simon Mainwaring:

Simon Mainwaring is the founder of We First, the leading brand consultancy that provides strategy and training that helps companies build their business through social good. We First consulting shows companies how to define, frame and share the story of the good work they do in ways that build their brand reputation, customer community, and social impact. We First training includes live workshops and an annual Brand Leadership Summit that reveals how companies combine strategic storytelling and social technologies to lead business, shape culture and better their world.

Simon is a member of the Executive Committee of Sustainable Brands Executive Committee, the Steering Committee of the Business Alliance for the Future, and a Fellow of the Royal Society of Arts in London and the World Business Academy in the U.S. He contributes to The Guardian, Forbes, Fast Company, Huffington Post, and Mashable on branding and social technology.

Simon's first book, *We First: How brands and consumers use social media to build a better world* (Palgrave Macmillan) is a New York Times, Wall Street Journal, and Amazon bestseller. It was named an Amazon Top Ten Business Book for 2011, 800CEORead Top Five Marketing Book for 2011, and strategy+business named it the Best Business Marketing Book of 2011. It has been translated into Russian, Chinese, Taiwanese and Korean.

Simon was included in Trust Across America's, 'Top 100 Thought Leaders in Trustworthy Business Behavior for 2012' and #4 on The Guardian's, 'Twitter List: The 30 Most Influential Sustainability Voices in America for 2013.' He has been featured in TIME, The Guardian, Advertising Age, Adweek, Huffington Post, Inc Magazine, Fast Company, GOOD Magazine, and Mashable, as well as appearing on the Business News Network, CBS, CBC, and BNet.

Simon is a sought after international speaker with engagements including the Cannes International Advertising Festival, Royal Society of Arts, SXSW, TEDxSF, National Speakers Association, National Press Club, Mashable Social Good, Conscious Capitalism, as well as brands such as Google, Coca-Cola, General Motors, Samsung, Gucci, VW Group and Patagonia. He was voted a Top 5 Marketing Speaker by speaking.com and featured on the cover of the National Speaker's Magazine in 2014.

Prior to starting We First, Simon was an award-winning Nike creative writer at Wieden & Kennedy and Worldwide Creative Director on Motorola at Ogilvy, as well as consulting on dozens of F500 brands for leading advertising, production and digital companies. He has received over sixty international creative awards at the Cannes Advertising Festival,



the One Show (U.S.), the Kelly Awards (U.S), and the British Design & Art Direction Awards, among others.

Simon studied Law and Fine Arts (1st Class Honors) at St. Paul's College, Sydney University, and lives in Los Angeles. His blog is simonmainwaring.com, he tweets @simonmainwaring, and the We First website is WeFirstBranding.com

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View: [Simon's Speaker's Reel](#)

View: [We First Brand Leadership Reel](#)

We First Client Testimonials:

"I've known Simon for 10 years as a client and an agency competitor. You won't find someone who is more creatively driven, intellectually agile and honestly passionate about what he does. The difference between good and great in today's world of art and communication is courage. Simon is one of the brave ones."

Rob DeFlorio, former Director of U.S. Marketing, Nike Inc.

"We had a need for a number of years to develop a brand for our organization that expressed who we are and what our mission is. Our internal and external messaging has been inconsistent and schizophrenic. Simon brought our management team together and helped us define our brand in a way that truly defines our culture and our mission. Simon's creativity and people skills made the process of coalescing on a common brand very rewarding for our team. One of the best attributes Simon brings is his strong commitment to serving people and the world that is in alignment with our values."

Ken Burgess, Chairman, First Capital Bank of Texas

"A strategic thinker who's able to look beyond the traditional communication territories, who is on a groundbreaking mission to transform corporate communication into rich experiences. And, hard to believe, all this comes packaged in a positive, problem solving and collaborative attitude."

Elena Panizza, Worldwide Creative Director, Motorola Inc.

"If your company is interested in keeping ahead of the new wave of customer engagement that is now powered by the new tools of social media – and who isn't? – you should have Simon Mainwaring to show you how to do it."



Rick Ridgeway, VP Environmental Initiatives, Patagonia

“Simon Mainwaring has a deep and powerful understanding of social media and presents great opportunities to use it for real change.”

Scott Harrison, founder of charity: water

“Working with Simon and We First has been really good for us at the Coca-Cola Company. They bring a unique combination of skills and knowledge to the table, from a clear consulting ability as listeners, really understanding our issues at their core, to a really practical and logical approach to address problems with strong expertise in marketing and advertising combined with best in class thinking on positioning and social media. We have been working with them in the challenge of how to tell and spread our sustainability story and have found in them a true partner and a great consultant with very sharp and accurate recommendations always with a perspective of what is happening in the industry and how can we drive a competitive advantage.”

Javier Rodriguez Merino, Global Senior Marketing Sustainability Director, The Coca-Cola Company

“Working with We First was a joy. Simon's calm and investigative demeanor make him a pleasure to work with. Simon has an innate ability to access and, in turn, portray the essence of your idea. Whether that idea is a brand, a campaign, a video concept or a tagline, Simon guides you through a creative process where your own jumble of scribbles and hand waving results in a simple and powerful communication that you are proud to stand by.”

Emily Fowler, Co-Founder & VP, Possibilities, HeroX, X Prize Foundation

“When I worked with Simon I had a company that had just launched, that didn't even have a formal name for the business. Since the training Global Women's Empowerment Network has become an award winning organization in the area of empowerment. I would not have been able to do this without Simon's mentorship, guidance and friendship, who each month has helped to guide me to increase traffic, hone the messaging and to be aware of the setting trends in the multi-media, interactive world that we live in.”

Tess Cacciatore, Co-Founder/ COO, Global Women's Empowerment Network

“Simon and We First have been a great guide in contributing to our future focus as a Foundation. Simon's keen research, forward-thinking counsel and passion for significant



and authentic social change is palpable. He is a highly capable translator of the horizon line and the necessary steps to reach the marketplace, in the most creative ways. His value is in interpreting among these blended economies on behalf of clients the most effective means to achieve great results.”

Morgan Binswanger, Executive Vice-President, LIVESTRONG Foundation

"Simon and We First have been invaluable in helping us build a thoughtful, strategic approach to building a long-term social impact program. His guidance has helped us think bigger while providing a path for us to get from an executable starting point to a growing program. He was extremely effective in helping our management team understand and buy into the value of a social impact program."

Sarah Van Dyck, VP, Global Brand Marketing, Rosetta Stone

“Working with Simon and We First is a wonderful experience. It's rare to find a collaborator that truly understands the business challenge and your industry, that can work seamlessly with corporate and creative partners, and that can think through the unavoidable complexity to come up with a much needed solution that offers enormous value to the business and the brand. Simon is a pleasure to work with and one of the few resources available to corporations today with that rare blend of expertise in storytelling, technology and culture to position your brand for growth and leadership in this constantly changing and connected, social business marketplace.”

Sarah Grover, Chief Concept Officer & Executive Vice-President, California Pizza Kitchen

“In a shockingly short amount of time, Simon was able to grasp the extraordinarily complex components of our business model, accurately understand the stakeholders and sensitivities with each while effectively navigating the internal and external politics to not only help ensure buy in, but alignment. His ability to so quickly and accurately translate our corporate story into our corporate purpose was nothing less than remarkable. As one of my executives stated after presenting the information to our Chief Marketing Officer, “this passed the goosebump test.” We look forward to a long and beneficial relationship with the We First team.”

Jill Novelo, Global Public Relations Manager, VSP Global Companies