



# CAPITOL CITY SPEAKERS BUREAU

*We help you thrill your audience!*

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## Drew McLellan

*Travels from:* Iowa

*Fee Range:* \$2,500 - \$5,000

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### *What Makes Drew Great...*

*The Wall Street Journal* calls him a "must read!"

AdAge ranks him among the top 50 marketing bloggers in the world!

Drew McLellan gets branding and marketing, and he desperately wants you to get it too. So he tells stories, asks questions and milks sacred cows. All to help clients discover their brand so they can create authentic love affairs with their customers.

Drew has not only survived 20 years in the advertising and marketing arena, he's thrived in it. After working for several other agencies, including Young and Rubicam's CMF&Z, Drew created McLellan Marketing Group in 1995.

Considered a national branding and social media expert, Drew is a highly sought after speaker and has given numerous presentations at national conferences, keynote addresses, training for his peers in the profession, college students and even his daughter's high school class.

Over the years, Drew has lent his expertise to clients like Nabisco, IAMS pet foods, Kraft Foods, Meredith Publishing, John Deere, Iowa Health System, Make-A-Wish, University of Central Florida, Skidoo and a wide array of others. When he's not out preaching the good word of marketing and branding at work and on his blog, Drew spends time with his family and pondering why the Dodgers can't seem to get back to the World Series.

Drew has a Master's Degree from the University of Minnesota but alas, he cannot remember their fight song.

### *Most Requested Programs...*

- How to Have a Love Affair with Your Customers
- Your Brand Is Not Your Logo
- Marketing Mistakes You Can't Afford to Make
- Welcome to the Age of Conversation