HiCue speakers
Higher Content & Inspiration



JOHN SADOWSKY

Authority on Storytelling and Digital Marketing

John Sadowsky is an internationally renowned business coach with over 20 years of experience teaching leaders, brands and organizations, how to communicate authentically by telling their stories of identity.

John is Distinguished Professor of Management at Grenoble Ecole de Management (France) and has been a visiting lecturer at some of the world's leading educational institutions, including the Institut d'Etudes Politiques (France), the Stanford Graduate School of Business, the National Academy of Economics (Russia), and the Pontifical Catholic

University of Argentina.

From 1984 to 1995 he served as CEO of Atlas Distributing Inc, U.S beverage distribution company; today, he is the non-executive chairman at Atlas, and he serves on three other corporate boards, including Medicines for Humanity.

John's book "The Seven Rules of Storytelling" (2009) sold out its first edition in 3 months, and his latest book "The New Marketing: Social media, email, and the art of storytelling" was also a success, selling out its first printing in Europe. His books, conferences and seminars often apply his rules of storytelling to leadership and marketing.

John Sadowsky holds an MBA from Stanford and a Ph.D from Newcastle University. He speaks at over 30 industry and corporate events each year and organizes seminars for individual businesses. His close work with Harvard Business Review has taken him to seven countries in Latin America, where he has given conferences on leadership and marketing. He speaks fluently English, Spanish and French.

TEMAS

- Leadership
- Social Media
- Online Marketing
- Communication and Storytelling

PROGRAMAS

Developing an Authentic Leadership

In this seminar, John Sadowsky provides ideas and tools for developing the leadership potential that exist in all of us; he answers the question on how to become better and more effective leaders, inspiring those around us and influencing our groups and organizations.

The Art and Power of Storytelling

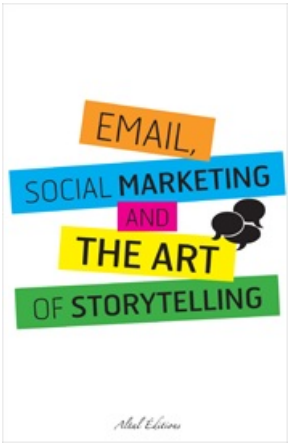
Since the beginning of time, storytelling has been the most powerful form of communication known to mankind. In this seminar, John Sadowsky works on using the age-old art of storytelling to communicate with those around us and influence our teams and organizations.

Telling your Brand Story

Storytelling has been the most powerful form of communication known to mankind, but today most companies fail to use it properly and effectively. In this seminar, John looks at some best practices of companies that have created brands and brand communities without spending enormous resources - as he teaches you how to do it yourself.

PUBLICACIONES

Libros



THE NEW MARKETING

