



# GARY VAYNERCHUK

Serial Entrepreneur, Chairman of VaynerX, and CEO of VaynerMedia

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- Founder & CEO of VaynerMedia, a global advertising agency specializing in culture and social media
  - Early investor in Facebook, Twitter, Snapchat, Venmo, Coinbase, and Uber
  - Six-time New York Times bestselling author, including Day Trading Attention (2024)
  - Creator of VeeFriends and founder of VeeCon, a business, technology, and innovation conference
  - Over 44 million social media followers and 300 million monthly impressions across platforms
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Gary Vaynerchuk is a serial entrepreneur and serves as the Chairman of VaynerX, the CEO of VaynerMedia, and the Creator & CEO of VeeFriends. Gary is considered one of the leading global minds on what's next in culture, business, and the internet.

Known as “GaryVee,” he is described as one of the most forward thinkers in business. He acutely recognizes trends and patterns early to help others understand how shifts in consumer attention impact the realities of the business world today. Gary’s approach sits at the intersection of business and pop culture. He keenly understands how to bring brand relevance to the forefront. He is a prolific angel investor with early investments in companies like Facebook, Twitter, Tumblr, Venmo, Snapchat, Coinbase, and Uber.

In 2024, Gary unveiled two new books. In his sixth New York Times bestselling book, “Day Trading Attention”, he provides fresh insights into navigating the modern social media landscape. Gary’s expertise guides readers on harnessing underpriced attention channels in the digital age. He emphasizes mastering storytelling in these arenas and highlights the “TikTokification of Social Media,” where content relevance surpasses follower counts. In addition, Gary also released his first children’s picture book titled “Meet Me in the Middle”. The picture book, which prominently features two of his VeeFriends characters, Eager Eagle and Patient Pig, delves into the emotional elements essential for nurturing children’s empathy – a crucial skill for their future success.

Gary is an entrepreneur at heart – he builds businesses. Today, he helps Fortune 1000 brands leverage consumer attention through his full-service advertising agency, VaynerMedia, which has offices in New York, Los Angeles, Chicago, Miami, Toronto, Mexico City, London, Amsterdam, Sydney, Singapore, Tokyo, Bangkok, Delhi, and Kuala Lumpur. VaynerMedia is part of the VaynerX holding company, which also includes Eva Nosidam Productions, Gallery Media Group, The Sasha Group, VaynerSpeakers, VaynerCommerce, and Tingley Lane Trading. Gary is the Co-Founder of VaynerSports, VCR Group, VaynerWatt, ArtOfficial, Resy, and Empathy Wines. He guided Resy and Empathy to successful exits — which he later sold to American Express and Constellation Brands, respectively. He also owns a Major League Pickleball team called the 5s, is part owner of a Big3 basketball team, and is an investor in the revival of the SlamBall League.

Gary is also the founder and creator of VeeCon – a contemporary super conference that converges business and pop culture with innovation and technology. In addition to running multiple businesses, Gary documents his daily life as a CEO through his social media channels, which have more than 44 million followers and garner more than 300 million

monthly impressions/views across all platforms. His podcast, “The GaryVee Audio Experience,” ranks among the top podcasts globally.

Gary serves on the board of MikMak, Bojangles Restaurants, Global Citizen Forum, and Pencils of Promise. He is also a longtime Well Member of charity: water.

Gary’s life ambition is to buy the New York Jets.

## **TEMAS**

Gary tailors each presentation to the needs of his audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- Social Media
- Entrepreneurship
- Marketing and Branding

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## **PROGRAMAS**

### **Day Trading Attention**

A comprehensive approach to modern storytelling, Gary focuses on exploiting underpriced attention channels to drive brand and sales growth. This concept goes beyond the realm of social media, encompassing influencer marketing, paid media advertising, and innovative strategies like developing collectibles for businesses. Gary’s insights are invaluable for a diverse audience ranging from content creators, B2B SaaS leaders, and local entrepreneurs, Fortune 500 executives, and brand managers. This talk promises to deliver groundbreaking strategies for anyone looking to build their brand and boost sales in today’s fast-paced digital landscape.

### **Twelve and a Half**

Based on his latest bestselling book, Gary shares how he has embraced soft skills like

Optimism, Accountability, Patience, and Empathy, to become a better leader. Understanding that emotional intelligence can actually accelerate business success, in his talk, Gary offers insight on how to strengthen these skills. This speech is for anyone looking to improve their leadership capabilities and build a more successful, lasting organization.

## Practical Optimism

You only have so much time and energy. If you figure out what to deploy it against, you will maximize your success. No matter what you do, your job is to tell your story and provide value. If you do not build your brand or reputation, you are vulnerable to competition.

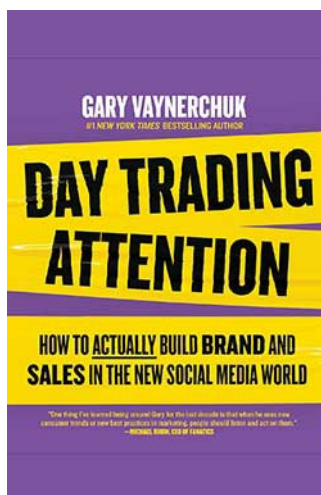
## Leading with Empathy

Leveraging the Emotional Ingredients Necessary for Business Success – Gary describes the essential emotional skills that are integral to his life—and business—success, and will help refine your skills to improve your leadership capabilities.

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## PUBLICACIONES

### Libros



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DAY TRADING  
ATTENTION



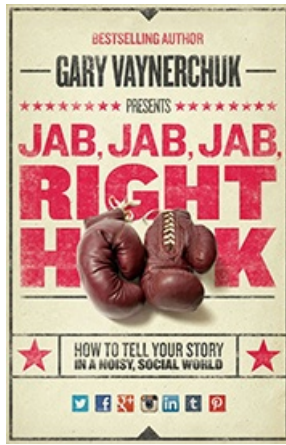
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CRUSHING IT!



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#ASKGARYVEE



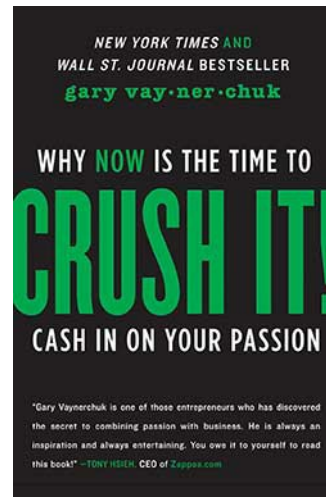
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JAB, JAB, JAB, RIGHT  
HOOK



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THE THANK YOU  
ECONOMY



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CRUSH IT!

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## CONDICIONES

- **Travels from:** Nueva York, USA
- **Fee Range:** Please Inquire

\*Fee Range:

Fee ranges listed on this website are intended to serve as a guideline. Please note: if a speaker has a fee range listed such as USD 20.000 to USD 40.000, it indicates that the fee falls within that range. Speakers' fees are subject to change without notice. Fees often vary based on several factors, including speaker's availability, length of presentation, supply and demand, and event location, among others. Please contact us with your specific event details and requirements, and we will provide you with a precise quote.

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