HiCue speakers
Higher Content & Inspiration



BONIN BOUGH

Marketing Expert, Former Chief Media and eCommerce Officer at Mondelez International

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- Has been responsible for some of the most successful organization transformations, and the rapid growth of some of the world's most-loved billion-dollar brands
- As one of the youngest-c-suite executives at a Fortune 50 Company, he has worked for billion-dollar CPG brands including Mondelez and PepsiCo
- During his time as Chief Media Officer at Mondelez International, Bonin managed over $3 Billion dollars in media spend, making him the seventh largest media buyer in the world.
- Recognized as one of business' hottest rising stars and one of the industries top mobile marketers
- He has been inducted into the Advertising Hall of Achievement. He can also be found in lists such as Fortune's "40 under 40", Fast Company's 100 Most Creative People in Business, Ebony's Power 100

Bonin is a top branding speaker, marketing expert, and the former Chief Media and eCommerce Officer at Mondelez International. Bonin has been responsible for some of the most successful organization transformations, and the rapid growth of some of the world's most-loved billion-dollar brands including Oreo, Cadbury's, Pepsi, Gatorade, and Frito-Lay.

Bonin Bough is co-founder and Chief Strategy Officer at Group Black, and co-founder of Lockstep Ventures. His work aims to dramatically transform the face of investment and media ownership through his commitment to diversity and inclusion.

As one of the youngest-c-suite executives at a Fortune 50 Company, he has worked for billion-dollar CPG brands including Mondelez and PepsiCo before starting Bonin Ventures - a growth accelerator that helps businesses of all shapes and sizes achieve revenue growth faster than they ever believed possible. Most recently Bough was Chief Growth Officer of Triller - where he remains an advisor.

Bonin has been responsible for some of the most successful organization transformations, and the rapid growth of some of the world's most-loved billion-dollar brands including Oreo, Cadbury's, Pepsi, Gatorade and Frito-Lay. As the Chief Growth Officer of SheaMoisture, he helped grow the business by close to 50% in 12 months leading to the company being acquired by Unilever for close to $1 billion dollars.

During his time as Chief Media Officer at Mondelez International, Bonin managed over $3 Billion dollars in media spend, making him the seventh largest media buyer in the world. Highlights from his tenure include shifting the organization from just-3% to over-32% digital spend - adding $2 Billion in top line net revenue and $300m in bottom line savings. He helped brands like Sour Patch Kids become the fastest growing candy brand in the world. When he added eCommerce to his role, he grew online sales from $65m - $265m in the 18 months that he ran it. Before that he led digital globally for PepsiCo and built two global digital agencies prior to that one for IPG

Found consistently at the forefront of thinking and execution in innovation, Bonin is recognized as one of business' hottest rising stars and one of the industries top mobile marketers. He has been inducted into the Advertising Hall of Achievement. He can also be

found in lists such as Fortune's "40 under 40", Fast Company's 100 Most Creative People in Business, Ebony's Power 100 and The Internationalist's Internationalists of the Year. He is also an author and a CNBC television host.

TEMAS

Bonin 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:

- Big Data
- Branding
- Business
- Diversity, Equity & Inclusion
- Internet Marketing
- Internet of Things
- Marketing

PROGRAMAS

DRIVING INNOVATION ACROSS YOUR ORGANIZATION BY TRANSFORMING EMPLOYEE MINDSET AND COMPANY CULTURE: HOW BONIN BOUGH UNLOCKED GROWTH FOR BRANDS LIKE OREO, CADBURY'S AND PEPSI

Bonin Bough left a c-suite job working for billion-dollar CPG brands to start a growth accelerator. Why? Because he wanted to help businesses, of all shapes and sizes, achieve more than they ever believed possible!

This presentation will show you how growth is the only thing that matters in business in the 21st Century. Whether you are an employee at a start-up, or working for a global brand, Bonin will show you tried-and-tested models that will allow you to shift the time-frame for your company's growth trajectory.

HACKONOMY:

How do you create value by breaking things? In this hour-long* keynote presentation I take your audience on a journey to discover how they can hack their business, their way of doing things, and ultimately themselves. Most think that the word “hacker” sounds negative, but not all hackers are bad. Instead, hackers and hack-thinking are the source of a monumental, positive shift in business, technology, startups and culture all over the world. Hackers can create immense value by breaking things, whether it’s breaking from tradition, process, or simply “the way we’ve always done things.” A new hacking economy – or “hackonomy” – is spreading quickly across industries, from software to hardware, aviation to space exploration. Hacking is even changing less obvious parts of human life, like dating. And, of course, the hackonomy has a huge impact on marketing.

* 20 min & 45 min versions are also available

TRANSFORMING TALENT:

Talent is the single most important determinant for success. In this keynote I share my experiences from launching the world’s first talent accelerator and help your audience realize their potential, utilize their strengths, and ultimately to catapult their career. I guarantee a truly life-changing experience!

CREATING BUSINESS ROCKSTARS:

How do you transform traditional formats into breakthrough communications experiences? In this keynote I share the latest experience-marketing tools and the looming trends modern communicators must embrace to engage today’s customers. You’ll hear innovative ideas and learn a new methodology guaranteed to take your visions for greater reach and ROI from fantasy to reality.

BUSINESS TRANSFORMATION:

What can large brands teach small start-ups? In this presentation I share my experience from working with ten small businesses during my time as the host of CNBC’s Cleveland

Hustles. Find out the real stories behind the businesses featured on the hit show and inspire your attendees to apply these same growth-hacking techniques to their own brands.

MONSTER IN A BOX WORKSHOP:

Bonin Bough has had a career during which he has constantly been challenged to create disruption within the marketplace. He was responsible for transforming some of the largest global brands from Pepsi to Gatorade; Wheat Thins to Oreo; and Trident to Cadburys.

Join Bonin for the 'Monster in a Box' Workshop and discover how to transform your business. He will provide you with the latest trends in media, marketing and messaging and then show you how you can bring these to life.

Find out how he was able to take a 100 year old brand and make it culturally relevant again. Discover how to build muscle memory for an entire organization to communicate effectively through social, and in real time. Ultimately, learn first-hand what it actually takes to create real growth by thinking beyond what you ever thought was possible!

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