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GLOBAL BUSINESS
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LEADERSHIP BEYOND BORDERS

WITH

KIMBERLI J. LEWIS



Leadership Beyond Borders

Tuesday at 3 PM Pacific

June 15th 2021: Encore Diversity and Inclusivity in Marketing

As usual, brands must consider their target audience when developing their messages, and this expectation is intensifying as consumers place greater emphasis on brands' actions. People relate to positive messages around social issues such as the environment, coronavirus safety, and systemic racism; therefore, how a business or brand positions itself can impact consumer loyalty. It essential for businesses and brands to recognize diverse cultures and different values. We all have unconscious biases and draw from our own experiences as our default, and this makes it hard for marketers to spot wh

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Featured Guest



Tim Keen

Tim Keen is a LA-based marketer (originally from Melbourne, Australia), who is concerned about diversity and inclusivity He learned the marketing ropes by drop shipping sex toys and bootleg Harry Potter merch and leveraged that experience to get his first-ever full-time job at 28, running Google Ads at MuteSix a digital agency. After scaling 3 clients by 10X in 6 months, he went back into the music industry with a stint at Roland, working on digital transformation on the Global Marketing Team. Then he accidentally co-founded a digital marketing agency, and the rest is history. The agency has grown 10X in the last 2 quarters and is poised to replicate that success in 2021. 60% of clients ha

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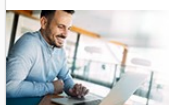
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