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Visionary Leader, Extraordinary Life

with Kate Ebner



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**September 23rd 2013: Inspired Marketing: How to Have the
Passion Conversation with Robbin Phillips of Brains on Fire**

As Courageous President and co-founder of the word-of-mouth marketing and identity firm Brains on Fire, Robbin Phillips believes that every marketing problem is a people problem in disguise. The new world of marketing is much more personal. It's not about technology platforms or social media doodads—it's about real relationships with real people. Instead of focusing on how you can "use" your customers to grow your business, she strives to "connect" and "celebrate" with fans and prefers to conceptualize marketing as human beings drawing other human beings closer. A graphic designer turned creat

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Featured Guest



Robbin Phillips

As one of the founders of the word of mouth and identity firm Brains on Fire, Robbin Phillips has created, revitalized, protected and grown identities such as BMW, Colonial Williamsburg Foundation, Love146, Find Great People International and Ryobi Tools. She is also co-author of the book Brains on Fire: Igniting Powerful, Sustainable Word of Mouth Movements. Robbin has spoken on a national level with ThoughtLead and the American Marketing Association.

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