BRYAN RUTBERG
SPEAKING

TURN CUSTOMERS INTO LUSTOMERS

ABOUT BRYAN

"Bring more ♥ into the world, one customer relationship at a time."

HIPPIE WITH AN MBA

Bryan's speaking and workshops inspire and guide leaders and their organizations to show love, understanding and appreciation for their key audiences—customers, clients, members, donors—creating a path to higher retention, better referrals, greater revenue, and way more fun for everyone.

As the **"Hippie with an MBA®"** Bryan unites love and profit to make the most of every interaction and turn customers into Lustomers®. Humor and audience activities get sales kickoffs and other corporate events humming with excitement, and bring new thinking and immediately applicable tips to conferences and association events.

PROFESSIONAL BACKGROUND

His corporate career with global brands **Hewlett-Packard, McKinsey, and Microsoft** reached its peak leading Microsoft's renowned Executive Briefing Center as a member of the Executive Engagement Leadership Team, then serving as speechwriter and executive communications lead for the Corporate VP running the company's worldwide Customer Support organization.

Every organization has critical customers and crucial conversations, and Bryan's message of love has brought insight, laughter, and understanding to audiences from tech and financial services to real estate, manufacturing and distribution, and nonprofits.

Bryan is proudly a member of the National Speakers Association, the Professional Speechwriters Association, and the Association for Talent Development.

MEET BRYAN
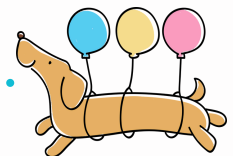
Bryan and his wife Sharon have been married for 30 years and have made their home an urban oasis, a food forest, a playground for two crazy dachshunds, and a venue for dinner parties with great conversation and frequent laughter. They are glad their two grown children have remained nearby, he delights in driving his 25-year-old convertible on long Seattle summer days, and wishes he knew more about whiskey. He is one of the world's happiest people.

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