



“Stop Keeping Up.
Start Getting Ahead.”

Steve Lerch

Speaker & Consultant

BIO

Steve Lerch is a digital strategy and marketing consultant and an award-winning, international public speaker. He spent 9 years working for Google before founding Story Arc Consulting, where he brings his unique digital perspective to companies, organizations, and events of all sizes.

Over the last decade, Steve has had the opportunity to help build digital strategies for some of the world's foremost consumer electronics brands like GoPro, Nest, and Otterbox, as well as federal government agencies like the US Census and FEMA, and nonprofits and trade associations like the YMCA and the National Pork Board. Steve has expertise in strategic planning, digital marketing, business development, branding, and ecommerce.

When not consulting, Steve speaks on subjects like innovation, corporate culture, consumer behavior, and marketing at various conferences and events. Steve style is built around telling thought provoking stories to help deliver simple, empowering lessons that not only inform the audience, but also motivate them to take action.

KEYNOTES

▶ INNOVATION THROUGH CULTURE:

Stories From a Decade at Google. Even at one of the world's most technologically advanced companies, the greatest inventions, innovations, and game-changers stem first and foremost from culture. Learn the simple cultural principles that have guided Google for 20 years and how you can apply them to your business.

▶ CONSUMER BEHAVIOR IN A WORLD OF Memes, GIFs, and Trends

The digital world is empowering consumers like never before, and armed with new platforms for consuming content, asking questions, and making decisions, these consumers are demanding that today's brands be more nimble, flexible, and reactive than ever before.

▶ CREATIVE, BOLD, SUCCESSFUL, AND SIMPLE:

The Future of Advertising For the first time in the history of advertising, platforms and technologies have caught up to the boundless creativity of ideas. Explore the industries, brands, and businesses that have cracked the code on targeting, messaging and engagement and the lessons you can learn from their success.

TESTIMONIALS

“Steve’s unique ability to connect with the audience was pure magic.”

-Jill Orsini- Director, Cotton Incorporated

“His energy is contagious, and he always seems to leave the audience motivated.”

-Jenna Deperro- Director, National Pork Board

“Steve is a passionate, engaging speaker and his knowledge is cutting edge.”

-Cary Fry- SVP, International Dairy Foods Associations



BOOK STEVE TO SPEAK AT
YOUR NEXT CONFERENCE

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