

# SIMON KEMP

CEO - KEPIOS  
SOCIAL & DIGITAL STRATEGIST

*Identifies the highest-value  
opportunities and challenges,  
and addresses them with  
strategies for enduring success*



# SIMON KEMP

## his background

Simon Kemp is a **global thought leader in digital marketing**, and an active marketing consultant and practitioner. He has developed **brand and marketing strategies** for many of the world's most admired companies, including Unilever, Google, Coca-Cola, Nestlé, and Diageo. His marketing books, guides, and reports have been **read by millions** of people in more than 100 countries around the world, and appears regularly on television and in the press to discuss **digital and social media, brands, and marketing strategy**.

Simon is the founder of **Kepios**, a marketing strategy consultancy, as well as the Global Consultant for **We Are Social**, and Head of Asia Pacific for **Contagious Insider Consulting**. He's a **lecturer** in digital marketing for both **Hyper Island** and **Google Squared**, and he mentors entrepreneurs as a Profile coach on the Key Person of Influence programme. Simon was recently recognised as **"one of Asia's Most Influential Digital Marketers"** by CMO Asia magazine, and was featured in **Campaign Asia's "40 Under 40"** honours list in 2014. Before starting his own businesses, Simon held strategy roles with **BBH, Universal McCann, Starcom Mediavest**, and **Accenture**.




# SIMON KEMP

his value-add


Whether you need Simon the 'Doctor', the 'Psychologist' or the 'Personal Trainer', he has the expertise better than anyone to help organizations and individuals fulfil their social media potential.






**DOCTOR**  
BUSINESS PLANNING

We identify your highest-value opportunities and challenges, and prescribe the best course of action.



**PSYCHOLOGIST**  
BRAND STRATEGY

We work with you to define your brand's core pillars: its purpose, proposition, and positioning.



**PERSONAL TRAINER**  
TEAM DEVELOPMENT

We help to optimise your ways of working for the most efficient and effective delivery of your strategy.

Identify ...  
Define ...  
Optimise ...

# SIMON KEMP

## key facts

### Currently ...

- Founder, **Kepios**
- Global Consultant, **We Are Social**
- Head of Asia Pacific, **Contagious Insider Consulting**.
- Guest Lecturer – **Hyper Island**
- Professional **speaker** and **presenter / panelist**

### Formerly ...

- Business marketing roles with **BBH**, **Universal McCann**, **Starcom Mediavest**, and **Accenture**.
- Degree from **Strathclyde University** – BA Marketing & Modern Languages (First Class).

Flies from **Singapore**

Speaks to audiences around the world, addressing conferences, client forums and management meetings



### Sample speaking topics:

#### **Future Forward**

Exploring the ways in which new technologies are revolutionising every aspect of the marketing mix

#### **Practical Digital**

Practical guidance for delivering tangible ROI from digital activities such as social media, social selling, artificial intelligence, e-commerce, and more

#### **Live Action Planning**

A hands-on workshop that guides participants through Simon's proven *Communic8* framework to build powerful, actionable marketing plans

# SIMON KEMP

## what people say

One of the most *creative* people I have ever met and had the pleasure of working with. He is an *integrative thinker* - he can hold two or more opposing, seemingly-paradoxical thoughts and ideas in his head, and still come out with a solution. *Highly recommended* to anyone looking for people who are not content with mediocrity and who are dedicated only to finding the best and the remarkable. Philip Tiongson **Havas Ortega**

Simon has the *amazing ability to simplify complex issues* so that we as a company are very focused on what we need to do. His strength lies not only as a social media expert, but dig down, his *overall business acumen is top notch*. As a partner he is *fantastic*. Gary Lim – **The Warranty Group**

Simon Kemp has an innate *vitality and vibrancy* both as presenter and social media commenter. He shares his *knowledge, insights and perceptions* of the social media landscape in an engaging interactive workshop. John Gordon, **ExpatriChoice**

In international & global marketing circles, Simon's annual Digital Global Overview report & Digital Yearbook have become *highly valued* for the expert level of research and analysis that he puts into them. Simon is one of those rare people who *excels at examining the big picture as well as the granular data*. On top of that, he brings with him a delightful combination of *sharp intellect, engaging personality, great storytelling, good humour, and generous spirit*. Dr Kathrin Bussmann – Head of Verbaccino & Host of *The Marketer* Webpost

insightful ▪ creative ▪ engaging



### Useful links for Simon Kemp:

- TIB Speaker Web Page >> [Go to Webpage](#)
- TIB Speaker Profile >> [Download PDF](#)
- TIB Video Channel >> [Watch Videos](#)



Andrew Vine  
CEO  
The Insight Bureau  
Exclusive Agency

Speaking & Moderating Requests:

+65-6300-2495

[engage\\_us@insightbureau.com](mailto:engage_us@insightbureau.com)