

# PRESENTATION KIT

## BRAND AUTOPSY Marketing Practice

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### BACKGROUND

For the past decade, **John Moore** has made his mark in the marketing world by working deep inside the marketing departments of Whole Foods Market and Starbucks Coffee.



As the Director of National Marketing for Whole Foods Market, John focused his team on engaging in activities which were less about using traditional advertising and more about using the influential power of customers as the advertising vehicle. At Starbucks, John led countless highly successful in-store and out-of-store marketing promotions as a Retail Marketing Manager.

Through his *Brand Autopsy Marketing Practice*, John is now sharing business and marketing advice with small-to-midsize companies aspiring to become the next Starbucks or Whole Foods.

### PRESENTATIONS

Each presentation John delivers is more conversational than it is a monologue. He encourages participation from attendees no matter if he is speaking to a large room at a conference or to a project team in a company break room. Since he speaks from the heart and has a genuine passion for sharing, people leave a little smarter and a lot more inspired to make things happen at work.

The following presentation topics can range from 30 minutes to 60 minutes and be customized to meet your specific needs.



## Tribal Knowledge

### STARBUCKS TRIBAL KNOWLEDGE

*Business and Marketing Lessons Learned from Working Inside Starbucks*

Through sharing pithy quotes spoken by Starbucks executives and 'a-ha' moments from successful (and failed) projects, participants will takeaway actionable ideas on how to build an endearing and enduring business -- the Starbucks way.

(Based on a to-be-published Dearborn Trade book written by John Moore)



### jumboSHRIMP MARKETING

*Rules on Growing your Business to Get Bigger by Acting Smaller*

Getting bigger by acting smaller has become a business imperative. Analysts living on Wall Street demand businesses grow. But customers living on Main Street do not. At some point, customers believe big business becomes *bad business*.

In this presentation, participants will learn 'small is the new big' as well as rules benchmark brands are following to get bigger by acting smaller.

- All presentations are researched and customized specifically to your company and its industry.
- John travels from Austin, TX.
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