



[JOHN ROOKS - SPEAKER'S BIO]

"LOHAS HAS HAD JOHN SPEAK AT SEVERAL OF OUR EVENTS AND WE BRING HIM BACK AGAIN AND AGAIN BECAUSE OF THE INGENUOUS ANGLE HE BRINGS TO MARKETING DISCUSSIONS. NOT ONLY IS HE OBSERVANT BUT ALSO VERY CREATIVE IN HIS PRESENTATION STYLE THAT IS ENGAGING AND INFORMATIVE. WE LOOK FORWARD TO HAVING JOHN PRESENT AGAIN."

-TED NING, CURATOR OF THE LOHAS FORUM

BLENDING AN ACADEMIC BACKGROUND AND PASSION FOR CULTURAL THEORY, A LOVE OF DISSECTING LANGUAGE AND A CAREER IN MARKETING, JOHN PROVIDES A UNIQUE PERSPECTIVE ON CULTURE, LANGUAGE AND SUSTAINABILITY - MOST OFTEN ALL AT THE SAME TIME.

HAVING TAUGHT AT THE UNIVERSITY LEVEL, WORKED WITH THE U.S. GOVERNMENT AND FORTUNE 500 COMPANIES ON COMPLIANCE AND SUSTAINABILITY INITIATIVES, JOHN EASILY BLENDS THEORY AND PRACTICE INTO FUN AND DIGESTIBLE NUGGETS OF INFORMATION. HE HAS A DOWN-TO-EARTH HUMORS (IF NOT SLIGHTLY IRREVERENT) TONE. JOHN IS A FREQUENT CONTRIBUTOR TO ENVIRONMENTAL LEADER.

// PREVIOUS SPEAKING ENGAGEMENTS HAVE INCLUDED:

- ★ *TEDX DIRIGO ('11)*
- ★ *SXSW ECO ('11)*
- ★ *HEALTHY MAINE PARTNERS ANNUAL CONFERENCE ('11)*
- ★ *LOHAS ('07, '09, '10, '11)*
- ★ *SUSTAINABLE BRANDS ('10)*
- ★ *GOOD AND GREEN ('09)*
- ★ *FAILCON ('10)*
- ★ *MOMENTUM ('10)*
- ★ *SRI IN ROCKIES ('09, '10)*
- ★ *GREEN STAGES {MILAN, ITALY, '10}*

// PAST PRESENTATION TOPICS HAVE INCLUDED:

- ★ *AUTHENTICATING REAL SUSTAINABILITY*
- ★ *USING SOCIAL MEDIA FOR BEHAVIOR CHANGE*
- ★ *LOHAS, LANGUAGE AND THE MAINSTREAM*
- ★ *ACTIVATING A HEROIC BRAND*
- ★ *AUTHENTIC LANGUAGE IN NON-PROFIT MARKETING*
- ★ *LANGUAGE AS SOCIAL CONTROL*
- ★ *BEING A SUSTAINABILITY PUNK*
- ★ *THE LANGUAGE OF SUSTAINABILITY*
- ★ *TRANSPARENCY IN ADVERTISING*
- ★ *FRINGE LANGUAGE*
- ★ *CULTURAL THEORY AND SUSTAINABILITY*

"JOHN GETS IT! AN ENERGETIC, ARTICULATE AND ENGAGING PRESENTER, JOHN KNOWS HOW TO INSTANTLY CONNECT AN AUDIENCE WITH THE STAGE. FOR TWO YEARS RUNNING HIS THOUGHTFUL AND INSIGHTFUL "HEROIC" PRESENTATIONS AT GOOD AND GREEN(R) HAVE LEFT EVERYONE WANTING MORE. OF THE LITERALLY HUNDREDS OF SPEAKERS I'VE SEEN IN MY WORK AS A CONFERENCE PRODUCER, JOHN ROOKS RANKS AS ONE OF THE MOST GIFTED, INTELLIGENT AND GENUINE."

-NAN MCCAN, PRESIDENT PME-EVENTS (THE GOOD AND GREEN CONFERENCE)



FOR MORE INFORMATION OR TO HAVE A PRESENTATION DESIGNED FOR YOUR COMPANY'S SPECIFIC NEEDS, PLEASE CONTACT JOHN ROOKS.

THE SOAP GROUP | P.O. BOX 7828 | PORTLAND, ME 04112
207-772-0066 | JROOKS@THESOAPGROUP.COM
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