



CHRIS DESSI

PROFESSIONAL SPEAKER

@CHRISDESSI

REMARKABLE YOU

christopherdessi.com



Chris Dessi

Founder & CEO Silverback Social

An award winning digital thinker, author, television & radio commentator, public speaker and educator, Chris Dessi is the CEO and Founder of Silverback Social. Silverback is an award winning digital marketing agency.

Throughout his career in London and New York, Chris has worked with a wide array of businesses ranging from start-ups to Fortune 500 companies, as well as notable personalities, products and brands. Chris travels the country coaching executives and college students how to leverage social media to benefit their personal brand message and their career.

Chris' savvy marketing acumen has propelled his personality into the national media landscape. Chris regularly appears on CNBC, MSNBC, CNN, Fox News, Good Day New York, & FOX BUSINESS's Varney & Co. He has lectured to the United States Marines aboard the Intrepid Sea Air & Space Museum. Chris is a contributor on INC.com.

In 2012 Chris identified a problem that there was no major digital summit in Westchester, NY. He produced the Westchester Digital Summit, and one year later Forbes named it one of the "Four Lesser-Known Conferences That Deserve Your Attention in 2013," in 2014 they named it one of the "Must-Attend Marketing Conferences For Leaders In 2014." In 2015 Forbes named it one of the "Conferences That Will Keep You Ahead Of Marketing Trends This Year."

Chris has written three books. His first is a leading social media book titled "Your World is Exploding: How Social Media is Changing Everything - and How you Need to Change with it." It shot to #1 on Amazon's "hot new releases" in its first two weeks. Chris is also author of a leading personal branding book titled "Remarkable You: Build a Personal Brand and Take Charge of Your Career.". He's author of "Just Like You: 24 Interviews of Ordinary People Who've Achieved Extraordinary Success." The book is a motivational look into the lives of successful people in Chris's network.

In 2012, Chris was selected by the Business Council of Westchester's 40 Under 40 for exemplifying leadership, foresight and a vision for the future of Westchester County, where he currently resides with his wife Laura and two daughters Talia & Olivia. Consistent with the passion he holds for his professional career is the devotion he has to his family. Having never been a runner, Chris trained to run the New York City Marathon to raise money for the ALS Association after his father was diagnosed with the disease. When the Marathon was cancelled after Hurricane Sandy hit, Chris took it upon himself to run his own 26.2-mile marathon route in Westchester to honor his father.

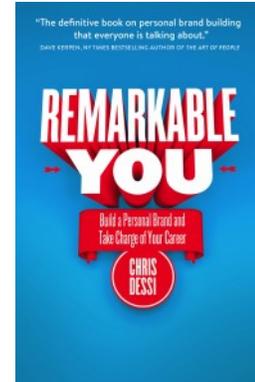
Speaking Topics

TOPIC #1 TITLE: "REMARKABLE YOU"

Build a Personal Brand, and Take Charge Of Your Career.

Based on the Personal Branding Book: [Remarkable You: Build a Personal Brand, and Take Charge of Your Career.](#)

Personal branding expert, and success speaker Chris Dessi will share the proper path to thought leadership in a digital age.



Your Audience will learn:

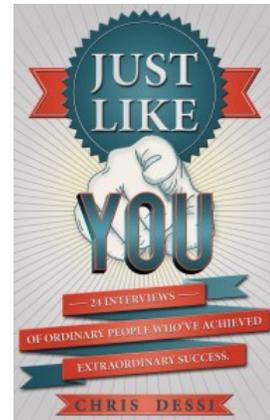
Steps to Build Your Personal Brand and Become a Thought Leader:

1. How to define your message?
2. How to determine your audience?
3. How to define where do you want to publish your content?
4. How to test topic ideas
5. How to begin to write content
 1. Use apps to help, ex: Hemingway app to become a better writer
6. How to maximize your content
 1. Use SumoMe to aggregate emails so you can market your content
 2. Use Co-Schedule to scale your content
7. How to properly pitch editors with warm introductions
8. How to proactively engage and build your platform.

TOPIC #2 TITLE: "JUST LIKE YOU"

24 Ways Ordinary People Can Achieve Extraordinary Success.

Based on the Success book: [Just Like You: 24 Interviews of Ordinary People Who've Achieved Extraordinary Success.](#) Success and personal branding speaker Chris Dessi will share the secrets he uncovered in his book.



Your Audience will learn:

Steps to become successful no matter what their chosen profession.

If they have the hunger, drive and commitment to do more and be more, then your audience will love this talk. Author and personal branding expert Chris Dessi set out to find the people that most inspired and captivated him, and uncover the secret strategies that anybody could use to become remarkable.

Packed with inspiration, ideas and actionable advice, Chris's talk - [Just Like You](#) is a peek into the inner workings of some of the most successful people you've never met.

One constant source of inspiration was the author's father, Adrian Dessi, who sadly lost his battle with ALS in February 2015. Chris begins this speech telling of the time Chris ran a marathon in his Father's honor, even after it had been cancelled.

The story was later [featured in Sports Illustrated](#), and Chris featured his Father posthumously in his book Just Like You.

Additional Resources on Chris

SPEAKING

[Highlight Reel](#)

[Example Keynote from Catalyst Week](#)

[Additional Keynote Events](#)

COMPANY

[Silverback Social](#)

[Chris Dessi Blog](#)

BOOKS:

[Remarkable You: Build a Personal Brand and Take Charge of Your Career](#)

[Just Like You: 24 Interviews of Ordinary People Who Have Achieved Extraordinary Success](#)

[Your World is Exploding: How Social Media is Changing Everything and How You Need to Change With It.](#)

EVENT:

[Westchester Digital Summit](#)

Testimonials



Recently hired Chris to speak at our National Sales Meeting to discuss Social Media Marketing and he was Brilliant! We will be using Chris in the future to expand our marketing reach.

Jeff Lyon Energy Consultant - World Energy Solutions - [World Energy](#)



Chris recently spoke at our national sales meeting and could not have been more captivating, energetic, approachable, and dynamic. Not only did we learn best practices in managing social media as individuals and as a corporation, but experienced how contagious high-energy, enthusiasm, and a love of what you do, can be. Chris was outstanding and demonstrated how passion and excitement, along with hard work are necessary for success. If you're looking to motivate and energize your team, broaden your connections, and feel excited about doing it, I highly recommend inviting Chris to meet with your team. Thanks Chris!

Jacqueline Merl Bamman, SPHR Vice President, Human Resources at Salus Capital Partners, LLC - [Salus Capital](#)



Chris presented at our National Sales Meeting in August 2013 and did an outstanding job in every session. Chris is well versed in Social Media and is truly an expert in the field. I would highly recommend Chris for any speaking engagement or other program related to Social Media. He is down to earth and personable and I heard all positive feedback form the members of my team

Tim Lockwood Partner at Clear Advantage Energy Consulting - [Clear Advantage Energy Consulting](#)



Christopher was hands down one of the best public speakers I have ever had the pleasure of listening to. He was very personable, relatable, and funny. He kept the audience engaged at all times and his lecture was extremely interesting and informative! He is very knowledgeable in social media and social networking. He really knew what he was talking about and explained it in a clear and understandable way. I would love to hear him speak again and definitely recommend working with him!

Kathleen McCarthy Full-Time Student - [Loyola University Maryland](#)



Christopher is very knowledgeable in Social media and has done an excellent job in helping my organization to start using social media as part of our marketing plan, If your organization is ready to start using Social Media Contact Chris.

Rich Gerszberg CEO - [Jonard Industries](#)



I attended a Social Media seminar that Chris gave in NYC at the Playroom Theatre in NYC. I really wasn't sure what i was getting myself into but i needed to know how social media truly works and how it fully benefits people in business. His approach was like no other, he didn't teach with tech terminology, his approach was emotional and his lesson was received with rave reviews. I was with a colleague, he and i would turn our heads, look at one another and nod in agreement. (both of us thinking the same thing) In three hours, Chris was able to take Facebook, LinkedIn and twitter, wrap it up in a simplistic user friendly manner and with no rah rah buy me attitude, got through my thick skull just how this works. Ask questions, help people, be an inspiration, educate and give people a reason to get to know you. People want to work with people they know, like and trust. With Chris's guidance and expertise, i walked out with so much joy in my head and heart, sent my very first tweet to him and he retweeted within 60 seconds! He gives and guides and i look forward to his continued support.. THANKS CHRIS, YOU ROCK!

Wendy (Holser) DeFazio Director of Sales Communication - [Bluerock Energy](#)



Chris was a keynote speaker at the Foundation Center and I just wanted say THANK YOU to him for sharing his energy and knowledge with us. I was really inspired by his enthusiasm and impressive presentation. In fact, immediately after hearing him speak I called my intern and met him an hour later over coffee. I shared with him all the advice Chris gave us and now I am really letting him spearhead our social media networks. And, already we see a huge shift. Also, I took his advice about maximizing the potential of our FB page and guess what?! Within 24 hours Green Generations went from having 57 likes to now 112!!! YAH! And it keeps growing! So exciting!! We now have at least a dozen people who we don't know at all, which is so very cool. Many thanks again!!

Adrienne Helm Executive Director at Green Generations - [Green Generations](#)



I have to say his "What You Need to Succeed in Social Media Today" presentation was one of the best I've sat in on - ever. Awesome energy, and the personal touch put it over the edge! That said, his PowerPoint is going to be a great addition to my toolkit as I continue to fight the good fight and change the culture of my organization. Evolve or Die, aye? BOOM!

Jon Kinsella Communications Manage - [Brain Injury Alliance of New Jersey](#)

