



# CAPITOL CITY SPEAKERS BUREAU

*We help you thrill your audience!*

---



## Jack Sims

*Travels from:* Florida

*Fee Range:* \$5,001 - \$7,500

---

Jack Sims is one of those rare people who started his business education at the age of eleven, by working in his parent's Mom & Pop store in England. That's where he first learned the importance of customers and treating them correctly. This awareness of looking after your customers, keeping your promises and developing a brand that people will go out of their way to get, and pay a premium price for, has stood the test of time and enabled him to create the largest Marketing Agency in America.

Starting in the embryonic Promotional Marketing industry, Jack quickly realized that to attain the substantial business growth forward-thinking companies are looking for, they must make sure that their marketing, branding and business basics are on track. This is the same thinking he used when he started his first company in the UK, and it worked and became consistently ranked as one of the top creative groups in the country.

Jack Sims came to America and opened his marketing agency out of his apartment in White Plains, New York. It quickly started gaining some brand awareness, which led to gaining clients who are some of the biggest and best brands on the planet. Companies like Polaroid, British Airways, Burger King, Lever, General Foods and Nestle signed on as retainer clients. His company won the promotional marketing industries highest awards, not once but twice, on the way to becoming the #1 ranked and largest marketing agency in the country, and it retained that position two years in a row.

After selling his business to Wall Street, Jack wrote his first book *Growing Small Businesses into Big Brands* which explains the whole process of how to build a successful brand, and it is now in its third printing. He has since written *You Can't See Your Backswing - How to Win at Business & Golf*, which is based on his experiences as a professional golfer and combined with his lifelong experiences of growing businesses.

Jack still consults, between appearing on TV and radio shows as a business growth expert and speaks to corporations and associations who are looking to improve their business bottom line through marketing, branding and the business basics. Just a few of the corporations he speaks for are Harley-Davidson, Novartis, LexisNexis, Washington Group International, and he also speaks for associations as diverse as American Perfume Society, Industrial Fabrics Association, American Locksmith's, National Frame Building Association and dozens more.

### *Most Requested Programs...*

- Most Marketing Stinks, But Yours Can Smell Like Money!
- More Brand Share, More Brand Equity and More Bucks to the Bottom Line!
- Business Growth for the Long Haul!