JAY BAER

Jay Baer is a business growth and customer experience expert, entrepreneur, researcher, bestselling author, and Hall of Fame keynote speaker who helps organizations gain more customers, strengthen loyalty, and outperform the competition. For more than 30 years, he has advised over 700 leading brands, including Nike, Oracle, Salesforce, Bentley, and the United Nations, sharing actionable strategies to drive growth, improve customer relationships, and turn customer experience into a competitive advantage.

A seventh-generation entrepreneur, Jay has founded six multimillion-dollar companies and authored seven bestselling business books on marketing and customer experience. Recognized as a leading Global Guru in both marketing and customer experience, he has delivered more than thousands of presentations, combining proprietary research, real-world business insights, and practical frameworks that audiences can put to work immediately.

Known for his engaging, humorous style, Jay brings fresh perspectives on business growth, customer loyalty, and the evolving role of AI. Beyond the boardroom, he is the world's #2 tequila influencer, sharing his passion for tequila through social media and bringing his distinctive personality to audiences around the globe.