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JOHNNY CUPCAKES

If you dream of inspiring cult-like brand loyalty—the kind that involves mile-long queues and even permanent tattoos—Johnny Cupcakes is for you. The founder of the world-renowned tee-shirt brand Johnny Cupcakes, Johnny's known for helping other people create blueprints for building brand loyalty, creating memorable experiences, and inspiring innovation.

With global store openings, thousands of customers with his logo tattooed on themselves, people who camp out for his products, and high-profile collaborations with giants such as The Simpsons, Power Rangers, and Nickelodeon, Johnny was named *America's #1 Young Entrepreneur* by Business Week, *Top Innovator in Retail* by The Boston Globe, and featured in INC magazine as the CEO of one of the world's fastest growing independent businesses.

Despite being in one of the most difficult product categories to stand-out in, and a founder of a brand when he was just 19 years old, Johnny's solution to his business challenges was to create such a unique brand experience that his customers would loyally line-up around the block, time and time again, just to be able to sport his logo on their clothing.

Since then, through his talks and creative consulting, Johnny has shared his strategies with clients that include Apple, L'Oreal, Disney, IBM, Audi, Harvard University, Wieden+Kennedy, Marriott, and P&G.

Also a TEDx speaker, Johnny has been featured in media such as MTV, NPR, Forbes, WIRED, Newsweek, and as a case study in several branding and business books.