

— THE —  
BRAND  
LEADER



# Kyle Duford

President/ECD | The Brand Leader

Kyle is the president and executive creative director of The Brand Leader, a brand-first agency specializing in crafting outstanding advertising and branding for global brands looking to own winnable market share. He was once a magazine editor before spending much of his career focused on e-commerce in the fashion, outdoor, and sports industries. Kyle's unique blend of advertising, branding, and digital expertise allows him to create and lead some of the foremost brands through his work at The Brand Leader.

As a reknowned thought leader focusing on business leadership, Duford grew the agency from five people to more than 40 in just three years, winning five Best Places to Work awards in the process. He prides himself on growing people first and building high-performing teams based on trust and vulnerability. Drawing on his personal and professional experience, he facilitates meaningful conversations on building teams, brands, personal faith, and men's mental health — especially at work.

His first book, *Twice Found: Getting a Second Chance at Life, Love, and Understanding God*, is a memoir of his life-long struggle to find God while simultaneously searching for the love of his life after not seeing her for more than 20 years.

## Notable Speaking Engagements:

- Keynote: Best Companies Group
- Over 100 Podcast Appearances
- Adobe Summit
- Magic Fashion Show
- ShopTalk
- MarTech East
- MarTech West
- RetailWest
- Opticon
- eTail Europe
- Camp Optimization
- Optimizely Corporate Office
- AdExchanger Podcast
- Mobile First Podcast
- Build my Online Store Podcast

**in** /kyleduford /thebrandleader

**ig** /yeahthatkyle /thebrandleader

**tw** /kyleduford /thebrandleader

**yt** /@kyleduford /@thebrandleader

**f** /thebrandleader

## Current Speaking Topics:

- + Brands, Branding, and Business
- + Faith and Faith at Work
- + Leadership
- + Culture
- + Building Teams
- + Vulnerability from the Top

## For Booking Information:

Visit <https://tinyurl.com/ym37t9b5>

333 Wade Hampton Blvd.  
Greenville, SC 29609

## Testimonials

“ Kyle was just sipping a beer, talking about The Who, and sharing his experience with marketing technology to a standing-room-only audience at MarTech. It was so cool and the most attended talk this year.”

SCOTT BRINKER, FOUNDER, MARTECH

“ Somehow he intertwined Thom Yorke with Billy Beane to showcase how empowerment and authenticity is how you connect with your customers, and how to use data for unique personalization.”

DARYL HEMEON, DIGITAL INCUBATOR DIRECTOR

“ Hugely energized presentation talking through personalization and authentic messaging. We're pretty convinced that Kyle Duford is the most attended speaker we've ever had. He finished his brilliant session by swigging on his beer on stage to a packed crowd.”

ONENINEFIVE, DEMAND GENERATION SPECIALISTS

“ Amazing presentation!”

VABLET.COM

“ His casual, conversational tone was so refreshing and his message was so simple: For authentic marketing, talk to the right person with the right message at the right place.”

JULIA FARINA, MARKETING VP



Building strong cultures and high performing teams

