



Grow any businesses like a billion dollar brand

“Gerry packed more useful information into 50 minutes than most people do into a 3-hour workshop. I'm ready to go back for more.”

- Joe Sabah, Founding President, National Speakers Association, CO

LEARN 5 SIMPLE STEPS the big guys use to grow their businesses

Grow your franchise business like the big guys, using the same strategies they use, regardless of your budget. Gerry O'Brion is a nationally recognized marketing expert who has worked on several billion dollar brands and distilled that experience into strategies any franchise can use.

His presentation is a fun, thought-provoking dialogue that will generate **real ideas you can use immediately**. You will learn the five critical questions your company should be asking to stay relevant today. You and your franchisees will leave with an action plan to navigate your company to long-term success.

Gerry will have you look at your business with a fresh perspective. You will reexamine how you are different from your competitors, and why that matters to your customers. The presentation is packed with information, strategies and case studies from several different industries that you can leverage right now in your business.

What You'll Get

- Five steps to attracting your ideal customers
- Why customers make purchase decisions
- The one thing that matters to all business
- How to be different when you seem the same
- Driving more word of mouth marketing

Who is this for?

This experience is perfect for business owners, entrepreneurs, executives, franchisees, and marketing professionals.

What people are saying...

I accomplished more in 3 days with Gerry's process than I did in the previous 3 months.

– Dave Westlake, President, Print Command

“If I had to pick one word to describe Gerry O’Brion as our keynote speaker it would be ‘EXCELLENT’! He listened closely to what we wanted to accomplish and delivered the perfect messages to our group.

- Cam Inglis, President, Marble Slab Canada

His presentation was probably the most important that we've seen at the Pizza Executive Summit.

– Marla Topliff, President
Rosati's Pizza

“Clean, clear, enlightening. The best presentation I’ve seen.”

– Eric Sallee, President
Progress Street Builders

Gerry O’Brion



Gerry O’Brion helps businesses grow.

His keynote address *What Big Brands Know* has helped thousands of business owners.

He is the Founder of What Big Brands Know® and the creator of the Business Blueprint program.

After years as an executive with billion dollar brands, Gerry now uses big company strategies to grow organizations of all sizes. His strategies work in any business regardless of their budget.

Gerry began his career in marketing at Procter & Gamble, working with brands such as Crisco, Tide, Mr. Clean, and Spic & Span. Next, he managed Coors Light, became VP of Marketing for Quiznos, VP of Marketing for Red Robin Gourmet Burgers and was recently interim VP of Marketina at Which Wich.



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