

## **Brittany Hodak Biography**

Brittany Hodak is an international keynote speaker and award-winning business leader, known for helping franchise brands turn customers into superfans. Entrepreneur calls her an “expert at creating loyal fans for your brand,” and she is widely regarded as the go-to source for customer experience strategies that drive retention, referrals, and revenue.

She is the author of *Creating Superfans*, which Forbes praised, saying, “If you have customers, you need this book. Period.” Her proven SUPER Model framework has helped franchise brands like Mathnasium, CertaPro Painters, Shoppers Drug Mart, and Rhea Lana’s create unforgettable customer experiences that fuel sustainable growth.

Brittany is a Guinness World Record Holder and has been named to Advertising Age’s 40 Under 40, Inc.’s 30 Under 30, and Billboard’s 30 Under 30 lists. She was recognized as Most

Disruptive Marketing Entrepreneur at the Empact Awards at the United Nations.

Before becoming a full-time speaker and author, Brittany served as Chief Experience Officer of Experience.com and co-founded The Superfan Company, a multimillion-dollar fan-engagement agency that created successful campaigns for brands like Walmart, Disney, Amazon, and the Boston Red Sox. In 2015, she landed deals from four of the five Sharks on Shark Tank at a valuation of over \$4 million.

Brittany has published more than 350 thought-leadership articles in national media outlets, including Forbes, Adweek, and Success, and her insights have been featured on ABC, CBS, FOX, NBC, CNBC, Bloomberg, and Fox News.