



Jack Sims, so far!

It's a long way from apprentice printer growing up over his parent's corner store in a tiny town in England, to the **creator of the Largest Marketing Agency in America**. However for Jack Sims it typifies his philosophy that you can achieve success in whatever you are truly prepared to work for.

“Your presentation epitomizes your passion for your topic.”

Pam Swensen, VP - EWGA

“If you are looking for a keynote that will be a big hit and move your audience by giving them information that will make a difference, then you can't do any better than Jack Sims”

Larry Bedosky – Durasol Marketing Director.



From his lifetime of growing and marketing businesses he thinks that “Most Marketing Stinks” and if companies understand this together with the fact that “Growing a Great Brand” will positively affect the bottom line, it will change the way they go to business.

Falling into the embryonic Promotional Marketing arena, Jack found his calling and, together with his best friend, started his own agency in London England. Ambition and the desire to see (and conquer) larger horizons led Jack to New York, where he opened a Marketing Agency out of the second bedroom of his White Plains apartment. From these tiny beginnings the company became the largest Marketing Agency in America, winning the “Super Reggie” (think Oscars for Promotional Marketing) not once but twice, and gaining the number 1 ranking in the USA along the way.

He has enjoyed successes with client's like Polaroid, British Airways, Burger King, Nestle, General Electric, Lipton, Johnson & Johnson, Lever and many more in the US and overseas. His company created many award winning programs, but more importantly they achieved the strategic objectives and moved the sales and profit needles, like “Burger King's Kids Club”, their single most successful Marketing program.

Eventually, Jack chose to sell the company to Wall Street. Unable to sit still and finding that retirement didn't quite suit. Jack wrote his best selling book “Growing small businesses into Big Brands” while living his dream of becoming a Professional Golf Teacher. In addition he has had hundred's of articles published throughout the US and consults for companies who are looking for serious Business, Marketing and Branding growth. 8 years on, Jack Sims continues to be a failed retiree. He divides his time between his Marketing and Branding Business Consultancy, writing, appearing on Radio and TV shows such as “Money Matters” He also creates and delivers successful keynote speeches and workshops for companies like Harley-Davidson, LexisNexis, Washington Group International and Novartis. He has also spoken for many Associations as diverse as American Perfume Society, Industrial Fabrics Association, America Outdoors, Association of Locksmith's and dozens more.

Jack says “I love what I do. I want to help build the most important business in the world, YOURS”.