

# Matt Jones

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## *Creative Strategist, Entrepreneur, MC/Facilitator and Keynote Speaker*

Matt Jones is a big thinker and an even bigger storyteller. With a background in economics, politics, brand experience and entrepreneurship, he helps his audiences think creatively and strategically about how they can achieve the future they aspire to.

Matt understands and clearly articulates the intersection between brands, business, leadership, experience, culture, technology, human behaviour and storytelling. Engaging and entertaining, he makes complex ideas simple, brings dry concepts to life with colour, and provides pragmatic advice that his audiences can put to work straight away.



### **More about Matt Jones:**

Matt has an eclectic background, combining economics, politics, brand experience and gin.

From 2001 to 2005, he was Chief Political Adviser to the UK Conservative Party (the youngest person in the party's history to hold that role). In 2006, he moved from politics into brand experience, first in Sydney and then in New York City, as Jack Morton Worldwide's first chief creative and strategy officer.

Between 2006 and 2012, Matt became one of the world's most influential thinkers in the emerging world of brand experience, helping brands like IBM, Microsoft, Qantas, Sony, Samsung and Volkswagen navigate their way in a new era of socially-connected consumers and experience-led brand building.

In 2012, Matt founded his own consultancy, focused on applying creative strategy, storytelling and experience design to brand and business challenges for corporate, craft, start-up and social businesses.

In 2013, Matt co-founded Four Pillars Gin, a craft gin business based in Healesville in the Yarra Valley. He takes the lead on building the Four Pillars brand and customer experience, and has helped Four Pillars Gin become one of Australia's fastest-growing and most admired craft businesses.

Matt is obsessed with sport, food, photography, wine, film, travel, politics, fiction, architecture, technology, design, hotels, ideas, experiences, cinema, contemporary art, human behaviour, ideas and (yes) gin. He works in, speaks about, and connects the dots, between all of the above areas and is a former panelist on *The Gruen Transfer*.

### ***Matt Jones speaks about:***

**Brand Is Bias** - How to build brand in a world controlled by the customer.

**Why You Need to Think about 'Why?'** - Business, leadership, innovation and culture through a purposeful lens.

**Technology, Culture, Community & Communication** - Thinking and working differently in a world of disruptive change.

**Gin & Business** - Commercial lessons from the world of craft.

**The Experience is the Marketing** - Winning in the new world of whole-of-business brand building.

**Influencing Stories** - Why business, brand and organisational success begins with storytelling.

### **Client testimonials**

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“ Matt is one of the most inspiring speakers you can engage. His razor sharp mind and unique background allow him to gracefully navigate the myriad challenges a brand faces today.  
Starcom MediaVest Group

- **Starcom MediaVest Group**

“ Matt gets 'it' before most people even know there is an 'it' to get.

- **Voyager Estate**

“ Matt's exuberance and willingness to share his knowledge and insight is an amazing thing to experience.

- **George P Johnson**

“ A masterful, authentic story teller.

- **Angove Family Winemakers**

“ Matt was the opening speaker for our annual Kick.Start.Smart. event, and I can honestly say he blew everyone away. Captivating the audience from the moment he hit the stage with his incredible energy, high-calibre-content and thought- provoking presentation. If you’re looking for an authority on brand strategy, purposeful thinking and creative storytelling, Matt is your guy.

- **Collective Hub**

“ Outrageously articulate, splendidly creative and profoundly pragmatic.

- **Conversant**

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