

The Power of Tea

Dr. Mansur Hasib aka #DrCybersecurity has established a global personal brand as a digital strategist, business marketing executive, author, and public speaker with more than 30 years of experience in Healthcare, Biotechnology, Education, and Energy. In his new book [*Bring Inner Greatness Out*](#), he explains how sales and marketing has changed dramatically from an expensive ad driven strategy to an inexpensive but highly effective personal brand driven strategy. He discovered the power of his own personal brand when he won the global 2017 [People's Choice Award in Cybersecurity](#) competing against 19 companies and 3 individuals. He repeated this feat in 2020.

Between 2016 and 2019, his personal brand driven marketing strategy at a major public university, tripled the size of the academic program from 1,500 students to 4,800 students globally and went from \$30 million annual revenue to \$117 million annual revenue.

Bring your questions and come to discuss your ideas in his presentation about modern marketing titled: **The Power of Tea**

Dr. Hasib has been quoted, interviewed, and cited in countless media all over the world. His books have been sold in the USA, Canada, Mexico, India, Australia, United Kingdom, Japan, Kuwait, Middle East, Algeria, Brazil, Kenya, Ghana, Nigeria, New Zealand, Germany, Philippines, Singapore, France, Italy, Bangladesh, Cyprus, South Africa, Bahrain, Bahamas, Switzerland, Sweden, Hungary, Pakistan, Malaysia, Trinidad and Tobago, Spain, and various other parts of the world.

Dr. Hasib enjoys table tennis, comedy, and travel and has been to all 50 states of the USA. Follow him on Twitter @mhasib or LinkedIn: www.linkedin.com/in/mansurhasib. To access more content, subscribe for free to his **YouTube Channel with over 100 educational videos**: https://www.youtube.com/channel/UCQaz6Ck4KmuJVABV_J37EQ

To contact Dr. Hasib or buy signed copies of his books, visit: <https://www.cybersecurityleadership.com>.