



CALEB GARDNER

Digital Strategist, Social Innovator & Speaker
Founding Partner, 18 Coffees
Former Digital Director, BarackObama.com

caleb@18coffees.com
@calebgardner

773.329.5162
calebgardner.com/speaking



Caleb stood out at CMX Summit as the speaker that could push the audience beyond their comfort zone, getting them to think big about purpose and movement building online.

—David Spinks, CEO, CMX Media

CALEB'S TOPICS:

How to Operate In A World on Edge

No longer can brands and businesses operate outside of politics, or “not get political.” In the current environment, a lack of grounding in political nuance can either be an opportunity (Nike, Patagonia) or a threat (Pepsi, Papa John's, Target). In this talk, Caleb outlines:

- data points about how consumers are making values-driven decisions every day
- when and how to communicate confidently about socio-political topics
- how to prevent your own PR crisis

From 100 to 100 million: Trust at Any Scale

Caleb leans on his experience running one of the largest digital programs in existence—engaging with tens of millions of people every day via the @BarackObama Twitter account and email list—as well as his experience working with startups and early stage ventures to show how the principles of building trusted relationships at any scale are the same. Major takeaways include:

- why trust matters and how to earn it
- sociological principles of mission-driven engagement and community development
- the digital data points that indicate trust-building (and those that don't)

SEEN AT:

SXSW



SOCIAL
INNOVATION
SUMMIT 2018

INBOUND

DAB2.0
summit



THE
MILLENNIUM
ALLIANCE

FEATURED IN:

Entrepreneur

MODERN LUXURY

CS

WGN^{RADIO}
720

LinkedIn Daily Rundown

Forbes