**Brad Cochrane The Story First Speaker**®

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**Biography -Long**

Brad’s first career was in broadcast television working in every role from Executive Producer to Scriptwriter to Worm Wrangler on shows from Dateline to Roller Derby to The Young & the Restless. He’s been a friend to rock stars, a warm up act for Governor Jesse Ventura, felt the wrath of Steve Jobs, and floated above San Francisco in the Goodyear Blimp. The one common element in all his adventures has been that television is about telling stories.

His second career was in technology marketing which is all about pushing data at customers. Yet the sales force wasn’t connecting with customers. Decision-makers were no longer just the IT guys but now included CEOs. CFOs, and even HROs. Brad realized that something was missing.

Then one day, Brad realized this truth: *Stories are elemental to the human psyche.* To move customers to action, an original approach was needed that started with story.

In Brad’s third career as an author, speaker, and consultant, his personal mission is championing storytelling because of its power to change how people think, feel, and act. In a world of competing messages and information overload, Brad specializes in helping people, products, and businesses find and tell their unique and authentic stories.

Help Brad spread the power of storytelling.

**Biography -Short**

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His second career was in technology marketing which is all about pushing data at customers. But something was missing.

Then one day, Brad realized this truth: *Stories are elemental to the human psyche.* To move customers to action, an original approach was needed that started with story.

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**Five Fun Facts**

* Brad is a space enthusiast who gets up in the middle of the night to watch rocket launches, astronomical events, and the International Space Station as it flies overhead.
* Brad has been yelled at by Steve Jobs.
* Brad was once romantically linked with ‘60s beach bunny heartthrob Annette Funicello.
* Brad loves an audience and has appeared as a regular contributor on MSNBC, emceed live events, been a featured speaker at numerous events, and performed at a jazz night club.
* Brad holds an Emmy nomination and is a published writer.

**Suggested Introduction**

What do say about our speaker today, Brad Cochrane? Do you mention his career in broadcast television in which he’s been yelled at by Steve Jobs, paled around with the Grateful Dead, and been romantically linked with ‘60s beach bunny icon Annette Funicello?

Or do you talk about his time in software marketing writing for products like Microsoft Surface, Office 365, and Windows Intune?

Or do you remark on his love of storytelling; the drive that has created books, TV scripts, documentaries, commercials, and sales copy? Or his desire that others learn this storytelling thing so they can change their world for the better?

Or do you simply say, “Ladies and gentlemen: Welcome our speaker for today, Brad Cochrane.”

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| **Photo** | **Room Requirements*** Projector with room audio
* For a large room, wearable wireless microphone
* Carafe of hot water and cup (for tea)
* Display table
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**Contact Information**

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* [www.StoryFirstSpeaker.com](http://www.StoryFirstSpeaker.com)
* Books available on Amazon