

# BIGFISH

## ROBIN FISHER ROFFER

Brand strategist and storyteller, Robin Fisher Roffer has spent more than two decades shaping and revitalizing some of the world's most iconic media, entertainment and technology brands. A pioneering force in strategic storytelling and brand reinvention, she has led high impact initiatives for companies such as CNN, FX, HBO, MTV, NBCUniversal, and Warner Bros. Discovery.

Prior to running Big Fish, Robin was there in at the beginning of TNT as Manager of Creative Services. Later, she was promoted to Director of Advertising and Promotion for Turner Networks. During her tenure at Turner, Robin greenlit the campaign that turned CNN into The World's News Leader. When she struck out on her own, Turner became her first client, and the rest is television history.

A best-selling author, Roffer has written influential works including *Make A Name For Yourself*, *The Fearless Fish Out of Water*, and *Your No-Fear Career*, which have empowered professionals and executives around the world to lead with authenticity and purpose. Her soon-to-be-released title, *Plenty of Husbands*, chronicles Robin's inspiring journey to discover true love in midlife.

In addition, Robin is a sought-after keynote speaker and workshop leader, sought globally for her expertise in leadership, personal branding, and transformational communication. She is also is a scriptwriter for C-Suite executives at major corporations. She is the writer of the first-ever keynote given at Sphere in Las Vegas by Hewlett Packard Enterprise's CEO Antonio Neri and guest speaker, NVIDIA's Founder & CEO Jensen Huang.

Robin is now bringing the same methodology used to write brand strategies and speeches for these powerhouse companies to small business owners and career changers in private and group workshops so they can build their personal brands, future plans and live their greatest story.

## ACCOLADES

Robin was the keynote speaker for our Catch the Wave Regional Conference this April in Cleveland and was incredible! She connected with both the corporate members and women business owners who attended, and they can't stop talking about how great she was! Icing on the cake...Robin is so easy to work with and even offered to facilitate her Storytelling workshop as an added value just to ensure that we had a quality experience. Thank you so much Robin for simply being you!

*LESLIE YOUNG*

Program & Event Manager, Ohio River  
Valley Women's Business Council

It is with great enthusiasm that I recommend Robin Fisher Roffer as the perfect keynote speaker to turn any conference into an entertaining and powerful experience. Her presentation was outstanding. She was engaging, dynamic and extremely motivating.

*CELIA SWANSON*

SVP, Change Management,  
Walmart

Robin – I can't thank you enough for how important you were to our script writing process and overall positioning and messaging. And personally, you gave me the framework, and some beautiful words and flow, for my opening remarks. I was very happy with the way we kicked off the presentation, and it would not have been as effective without your guidance.

*JON STEINLAUF*

President, National Ad Sales and Marketing,  
Scripps Networks

We have received an outpouring of praise regarding your speech on personal branding. You really had an impact on the audience members who felt not only ‘inspired’ but also ‘blown away’ by your presentation! Your warmth and ability to connect with your audience are truly admirable.

*BONNIE HALPERN*  
Marketing Chair,  
Columbia Business School

Thank you for speaking to TOMS new Leading Ladies group. Your presentation really solidified the tangible benefit and value we can provide through this organization and for that I am grateful. Your presentation was the most authentic approach I have seen – and I have seen many in my years in corporate America on this critical topic of self branding. Thank you again for your passion and for your spark!

*ZITA CASSIZZI*  
Chief Digital Officer, TOMS

Your speech perfectly hit the mark for our audience. The impact of thinking about ourselves, not just our product or service, as a ‘brand’ had a profound effect on everyone in attendance. Our standing ovation was heart-felt, and I thank you for imparting such invaluable information and inspiration in your talk.

*SANDRA HERNANDEZ ADAMS*  
National Association of Women  
Business Owners (NAWBO)