

# BIGFISH

## ROBIN FISHER ROFFER

Brand strategist and storyteller. Robin Fisher Roffer has provided the rocket fuel that has launched and evolved dozens of media brands all over the world such as A&E, Animal Planet, CNN, Comedy Central, Discovery, FX, Hallmark Channel, History, Lifetime, MTV, and TNT.

As Founder and CEO of Big Fish Marketing, Inc., she leads an award-winning creative team adept at unearthing a brand's essence and filter, its look, feel and tagline, market positioning, value proposition and key messaging to both consumers and the trade.

Sought after for leading edge ad sales strategy, Robin is the go-to person for television networks, technology companies and content creators ready to bring audiences to brands across multiple platforms.

Robin uses her rare combination of talents to craft persuasive sales narratives and has produced Upfront presentations for AMC, BET, Bloomberg, Food Network, Fox Networks Group, HGTV, Scripps Networks and Univision. She inspires sales leaders to give press-worthy keynotes, and trains their teams to take the story on the road.

Prior to running Big Fish, Robin was in at the beginning of TNT as Manager of Creative Services. Promoted to Director of Advertising and Promotion for TNT, Headline News, TBS, and CNN only nine months after the launch of TNT, Robin green lit the campaign that turned CNN into The World's News Leader.

Raised by a single dad who ran a small boutique advertising agency, Robin started her brand-building career at age 12 accompanying her father to pitch meetings and learning how to lay out ads at their kitchen table. This is where she learned that great brands are built on simple truths and big ideas.

With a mission to inspire humanity to fearlessly embrace change, Robin has authored four books including *MAKE A NAME FOR YOURSELF*, *THE FEARLESS FISH OUT OF WATER*, *REINVENTING YOURSELF*, and her latest book, *YOUR NO-FEAR CAREER*.

A speaker and frequent media guest on fearless leadership and personal branding, Robin keynotes corporate conferences at companies such as Walmart, Microsoft, AIG and Starwood Hotels and top business schools like Columbia, Wharton, USC and Northwestern.

Once a student concert promoter at The University of Alabama, Robin still loves rock 'n' roll, and never misses a chance to travel to far-flung places, hike a mountain, read up on the latest fashions or cook a gourmet meal for friends.

## BOOKS

*YOUR NO FEAR CAREER*

*MAKE A NAME FOR YOURSELF:  
8 STEPS EVERY WOMAN NEEDS TO CREATE A  
PERSONAL BRAND STRATEGY FOR SUCCESS*

## VIDEOS

Corporate and Personal Branding Strategist,  
and Keynote Speaker

## WORKSHOPS

Build Your Brand: The Workshop

## SPEAKING

Invite Robin to Ignite Your Group With Her Infectious Spark

## 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)