

# TOM FISHBURNE marketoonist<sup>™</sup>

## **TOM FISHBURNE**

**Creator of Marketoonist & Author of “Your Ad Ignored Here”**

### **SHORT BIO VERSION**

Tom Fishburne, creator of Marketoonist, is a keynote speaker who draws cartoons from deep business experience. He speaks worldwide on the power of humor to help us do our best work. Started more than 20 years ago in the Harvard Business School student newspaper, Marketoonist is now read by half a million weekly readers. A former Chief Marketing Officer, Tom's cartoon studio has created campaigns for more than 200 businesses, including Google and Adobe.

### **LONG BIO VERSION**

Tom Fishburne, creator of Marketoonist, is a keynote speaker who draws cartoons from deep business experience. He speaks worldwide on the power of humor to help us do our best work — by laughing together at what gets in the way.

Tom's cartoon, Marketoonist, has lampooned the constantly changing business world for more than 20 years. First published in the Harvard Business School student newspaper and later emailed from a General Mills cubicle, Marketoonist is now read by half a million weekly readers. Tom is a LinkedIn “Top Voice” with more than 400,000 followers.

He draws (literally and figuratively) from more than 20 years in the marketing trenches in the US and Europe. Tom was CMO at HotelTonight, VP at Method, and managed brands for Nestlé and General Mills. He was also a digital marketing pioneer at iXL, now part of Razorfish.

Tom expanded Marketoonist into a creative studio that has developed award-winning campaigns for more than 200 businesses, including Google, DBS Bank, and Adobe.

He is the author of “Your Ad Ignored Here” and illustrated 3 bestselling business books with Deloitte: “Provoke,” “Detonate,” and “Work Disrupted.”

His cartoons have been featured by the Wall Street Journal, Fast Company, and the New York Times. They've appeared twice on billboard ads in Times Square and once helped win a Guinness World Record.

Tom works from a backyard cartoon studio north of San Francisco with his amazing wife, Tallie, who is always the first to see his sketches.