



COLT BRINER

KEYNOTE SPEAKER & ARCHITECT OF INFLUENCE



A vibrant keynote speaker and founder of ScrappyAF Solutions, Colt excels in inspiring audiences with actionable insights into creativity, strategy, and purpose-driven leadership. With over 25 years of experience as a C-suite executive and entrepreneur, Colt empowers organizations to embrace radical creativity and innovative marketing to thrive in competitive markets. His dynamic presentations, enriched with real-life examples and humor, equip leaders to transform business practices, enhance team performance, and significantly boost company growth.

Colt's engaging style and profound expertise make him a sought-after speaker for fostering transformative ideas and actionable strategies in the business world.

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THOUGHT FELLOWSHIP: THE ULTIMATE 3-FOR-1 IN B2B MARKETING

Transform your B2B marketing results by engaging top prospects with content they truly value—In this workshop or keynote I will walk you through my Thought Fellowship strategy, featured in Forbes. Learn how to deepen engagement, elevate your content strategy, and turn prospects into partners. Discover tactics to increase cold outreach response rates from 5% to 20%, make your prospects heroes, and convert gatekeepers into allies. Reinvent your calls to action as calls to purpose (CTPs), fostering meaningful relationships and driving industry-wide impact. Ideal for Brand/Marketing leaders, Business Leaders, and Agencies in high-ticket B2B sectors.

- ALIGN YOUR CONTENT AROUND A PURPOSE TO POSITION YOUR BRAND AS A POWERFUL FORCE FOR CHANGE
- RECAST YOUR CTAS AS CTPS (CALLS TO PURPOSE) AND BUILD AMAZING RELATIONSHIPS WITH YOUR TARGETS
- FLIP THE SCRIPT ON THOUGHT LEADERSHIP BY MAKING YOUR PROSPECTS THE HEROES
- TRANSFORM YOUR PROSPECT OUTREACH FROM "I'D LIKE TO SHOW YOU A DEMO," TO "WE'D LIKE TO INCLUDE YOUR VOICE IN THIS CRITICAL DISCUSSION"
- BREAKTHROUGH NO-REPLY-HELL AND TURN GATEKEEPERS INTO ALLIES

Because I am committed not just to inspiring audiences but to truly empowering them, all my workshop participants are given access to my full suite of Thought Fellowship execution resources. This includes templates, planning calendars, action plans, content and copy libraries, workbooks and worksheets - all the best tools that I have crafted over 5 years of creating success with Thought Fellowship.

WHO CAN BENEFIT FROM THIS WORKSHOP? B2B companies selling high-ticket solutions that are...

- Using account-based marketing & relationship selling
- Operating in competitive, noisy markets
- Having difficulty engaging prospects
- Targeting top-level executives



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PAST ENGAGEMENTS

- B2B Marketing Exchange (workshop)
- Content Marketing Conference (session)
- ABM Next Conference (session)
- CUE Annual Conference (session)
- ISTE Annual Conference (session)
- Becker's Annual Conference (session)
- HFMA Annual Conference (session)
- MicroStrategy World (session)
- Professional Marketer's Group Annual Conference (keynote)
- Georgetown University (panel)
- Sonoma State University (guest lecturer)
- Santa Rosa JC (guest lecturer)

SOCIAL

YouTube - Colt Briner

youtube.com/@coltbriner4335

YouTube - Scrappy AF Solutions

youtube.com/@scrappyaf3095

LinkedIn

linkedin.com/in/colt-briner

HOBBIES & INTERESTS

- BIKING
- TRAVELING
- MUSIC
- VIDEO



<< **SIZZLE REEL**

TESTIMONIALS

"10/10 would recommend. Creativity that knows no bounds. His insights and deliverables provide exceptional value."

- Dave Blanchard, VP Sales at Fathom

"I have never encountered anyone more adept at assisting organizations in crafting their next brand, marketing and communication strategy than Colt Briner."

- Allan Calonge, CSWO, Bon Secours Mercy Health

"Colt always delivers above and beyond."

- Sarah Armstrong, COO, Ensemble Health

"Colt is a high-level strategist that can spot the slightest challenges that can disrupt and prevent a strategy or plan from being effective."

- Mark Kithcart, VP Marketing, iBuumerang

"If you want proven strategies and radical creativity, Colt is your guy."

- Rich Waller, CRO, Emex

"Colt is one of the most creative and talented people I know."

- Judson Ivy, CEO, Ensemble Health

"Colt will be undoubtedly one of the MOST creative individuals you will ever meet."

- Jena Eggert, CEO, RevCycleMatch

"Colt's marketing ideas are intelligent, business-friendly and he presents those ideas in the most coherent and understandable way possible."

- Squire Fridell, CEO, Two Amigos Wines

"Colt brings a refreshing approach to marketing that combines disciplined, high ROI initiatives with a creatively disruptive style."

- Managing Director, Private Equity Firm

THE RACE TO RELEVANCE

In this engaging, transformative and fun book, Colt guides your leadership team in aligning on your visionary purpose and building out your purpose operationalization plan.

Get on The Road to Relevance and transition your company to a purpose-driven model of business.

