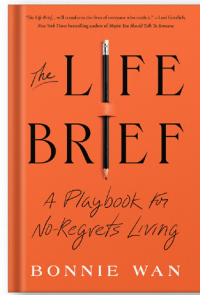


## EXTENDED BIOGRAPHY



**BONNIE WAN** is Partner and Head of Brand Strategy at the world-renowned advertising agency Goodby, Silverstein & Partners (GS&P). Wan leads strategy for Fortune 500 companies including Blackstone, BMW, Comcast/Xfinity, Frito-Lay, Kraft-Heinz, and PepsiCo. She also harnesses strategy to create powerful, provocative, award-winning campaigns fighting racial injustice, child sex trafficking, cyberbullying, college campus rape, and gender inequality. Wan was recently named to Ad Age's 2023 Class of Leading Women and 2022's Chief Strategy Officer of the Year.

Wan is the creator, author, and teacher of *The Life Brief*, a profound and empowering tool that distills the practice of brand strategy into its simplest, clearest, and most effective form to help people get clear, take meaningful action, and live with greater intention and imagination.

Born out of a personal moment of despair, she discovered that by turning the tools of her job inwards, she could make meaning out of her life's messiness and craft a self-directed, soul-satisfying life. Over the last decade, Bonnie's life briefs have saved her marriage (not once but twice), centered her parenting, propelled her career, deepened, and emboldened her sense of self.

Based on Wan's belief that "you cannot have it all, but you can have all that matters",

*The Life Brief* has evolved from an agency talk to keynotes, workshops and now, a forthcoming book. *The Life Brief: A Playbook for No Regrets Living* (publishing January 16, 2024) is an essential tool for aligning your daily actions with your ambition and values. As a Brand Strategist turned Life Strategist, Wan not only helps companies innovate from a place of purpose, but also guides everyday people who seek to realize their potential.

Known for her emotionally riveting, soul-stirring speaking style, Wan blends raw, personal storytelling with practical and penetrating questions to kickstart personal and professional transformation for every audience. She has given keynote talks at Accenture, Change.org, Google, and SXSW, and led workshops for Apple, Gwyneth Paltrow's Goop, and Jane Goodall's Activating Hope Summit. Wan's themes of transformation, self-motivation, overcoming fears, and finding personal fulfillment.

Wan appears in Jeff Goodby and Rich Silverstein's *Masterclass on Advertising and Creativity* and is featured in the documentary film, *The Big Flip*, chronicling the lives of four women breadwinners and their families. She has also been interviewed on Katie Couric's Katie show and HuffPost Live. Her articles have been featured by *Fast Company*, *Campaign Magazine*, and *Adweek*.