

Julian Treasure

Chairman, The Sound Agency

Julian Treasure is a speaker, CEO, and author of the books *How to be Heard* and *Sound Business*. For the past twenty years, he has pioneered work in business sound and personal communication training.

Following a career in publishing and marketing, Julian founded The Sound Agency, a global consultancy that helps some of the world's leading brands to create and deploy sound and music effectively in marketing and in spaces like malls, airports and offices. The outcomes - such as increased sales, happier customers and lower crime rates - have made headlines worldwide. The Sound Agency has proved that good sound really is good business. Julian's book *Sound Business* has become a bible of the fast-growing audio branding industry.

The focus of Julian's recent work has moved on to developing personal communication in sound. His unique insights into conscious listening and powerful speaking have been expressed in a book, five acclaimed TED talks (one of which is the sixth most-viewed of all time), online courses, and international speeches and workshops. Julian's work has been featured by the likes of TIME Magazine, The Economist, Vogue, GQ, The BBC, NPR, and CBS, and he has spoken globally for diverse organisations ranging from banks, wealth managers and real estate developers to leaders in agrochemicals, healthcare, pro AV and manufacturing, as well as at many major conferences including the Swiss Economic Forum, the Property Academy (UK), Radio Advertising Summit (Germany) and 361 Degree Conference (India).