

Colin Coggins & Garrett Brown

Leadership & Sales Mindset Advisors, Popular USC Professors of Entrepreneurship

Colin Coggins and Garrett Brown, creators of the “Unsold Mindset,” are known for their surprising and entertaining approach to leadership, personal and professional development, and the selling (of ourselves, our ideas, and, yes, products and services) we all do, every day.

After decades of collective experience as salespeople, leaders, and executives, their paths crossed at enterprise software startup Bitium, which they helped grow from relative obscurity to a prominent acquisition by Google. They now serve as adjunct professors of entrepreneurship at the University of Southern California’s Marshall School of Business, where they teach the hugely popular class they created, “Sales Mindset for Entrepreneurs” — a unique course centered on a first-of-its-kind curriculum combining leadership, sales, and personal development. It is the only mindset class of its kind offered at *any* university.

They are the authors of *The Unsold Mindset* (HarperCollins), which draws from extensive research and interviews with the world’s most successful people to show that great leaders are great sellers, and the greatest sellers on the planet are the opposite of who people think they are. Colin and Garrett deconstruct everything we *think* we know about selling to show how anyone can achieve incredible results in their field, become the leader they wish they had, and find more purpose and fulfillment in their work.

Exclusively represented by [Leading Authorities speakers bureau](#), Colin and Garrett are changing the way the world thinks about selling with a unique, mindset-focused approach to leadership, sales, and personal and professional development.

GO INSIDE THE MINDS OF THE WORLD’S GREATEST LEADERS. Together, Colin and Garrett reveal the common traits all great leaders and high performers have in common — the change agents, influencers, and hometown heroes who raise the bar for success, make an impact, and inspire others to bring out their best. As they share in their high-energy, interactive talks, the world’s greatest leaders aren’t who we expect them to be. Instead, they show an unrelenting commitment to showing up as learners not knowers, creators not victims, and above all else, their most authentic selves in everything they do, even if that means doing the opposite of what they’re “supposed to” do. This lead-by-example approach provides the agency for individual and collective transcendence that inspires people to perform beyond their best every day.

UNSELL YOURSELF FROM WHAT’S HOLDING YOU BACK. Using their “Unsold Mindset” approach, Colin and Garrett take audiences on an entertaining, actionable, insight-filled journey that goes beyond the world of selling and touches every industry and aspect of daily life. At every crossroads, they offer valuable lessons that empower people to reframe their mindsets to further their purpose, gain support for their ideas, develop creative solutions to problems, be catalysts for transformational change, and relish in the growth they have the chance to experience every day.

Colin Coggins has deep experience working as an executive commercial leader and theorist; known for his unique and proven approach to scaling revenue by cultivating sales IQ across entire organizations, not just within sales units. He has held senior leadership roles at several emerging technology companies, including Bitium (where he met Garrett), Mobile Roadie, and most recently as the Chief Commercial Officer at Fabric. Colin has continued to serve as an executive sales leader, while also taking on a sales advisor and entrepreneur-in-residence role at Techstars, becoming a lead mentor at Pharrell Williams’ Black Ambition fund, and co-founding Agency18 with Garrett, a firm that helps mission-driven companies adopt the Unsold Mindset. In addition to writing, speaking, teaching, and working with corporate clients, Colin is also an active investor, mentor, and startup advisor.

Garrett Brown began his career as a corporate lawyer representing startups and entrepreneurs. Inspired by his clients, he decided to leave the world of law and enter the exciting world of tech startups. His first role was as a salesperson for an online gaming platform, where he eventually climbed the ranks to run all sales and business development efforts until the company was acquired. He joined enterprise software startup Bitium in its earliest days to serve as the company’s chief revenue officer, building and overseeing all revenue functions until it was acquired by Google. After the acquisition, Garrett joined Google in a revenue management role, learning countless lessons about the inner workings of one of the most recognizable companies on the planet. In addition to writing, speaking, teaching, and working with Agency18’s corporate clients, Garrett is an active startup and real estate investor, mentor, and startup advisor.

