

Johnny Cupcakes

Top Innovator in Retail; Award-Winning Entrepreneur; Expert on Building Brand Loyalty, Creating Unique Experiences, & Inspiring Innovation

Please contact a GDA agent for information.

Topics

- Branding & Marketing
- Business Growth Strategies & Trends
- Customer Relations & Experience
- Experiential
- Innovation & Creativity
- Sales

About Johnny Cupcakes

Named "Top Innovator in Retail" by Boston Globe, and featured as a case study in several books, Johnny shares his underdog, anything-is-possible story of entrepreneurship and grit while creating the World's First T-shirt Bakery from the trunk of his car, disrupting an industry, and being sought after by the world's largest brands.

With global pop-ups, thousands of customers w/ his logo tattooed on themselves, people who camp out for weeks for his T-shirts, & high-profile collaborations w/ giants such as The Simpsons, Power Rangers, Sesame Street, & Nickelodeon, Johnny was named "America's #1 Young Entrepreneur" by Business Week & featured in INC magazine as the CEO of one of the world's fastest growing independent businesses.

Through his keynote talks and creative consulting, Johnny has shared his strategies w/ clients that include Apple, MLB, Disney, Mondelez, Audi, Harvard, Wieden+Kennedy, Marriott, INBOUND, UKG, + P&G. Also a TEDx speaker, Johnny has been featured in media such as MTV, NPR, NBC, Forbes, WIRED, & as a case study in several branding & business books.

Select Keynotes

- **Building Brand Loyalty & Customer Obsession**

How to build emotional connections and unforgettable experiences that turn customers into lifelong fans, without relying on traditional advertising.

- **The Unexpected Sprinkles**

A practical look at how intentional details and personalized surprises fuel engagement, unique positioning, word of mouth marketing, and exceptional customer experiences.

- **Finding a Way: Tenacity, Creativity & Growth**

A motivating keynote on resilience and creative problem-solving—helping audiences find momentum when resources are limited and change is constant.

- **Custom Merch Add-On**

Being a world renowned T-shirt brand that's collaborated with The Simpsons, Sesame Street, Nickelodeon, VW, and Linkin Park -- 90% of Johnny's clients hire him and his team to design and produce custom collaboration T-shirts to surprise the audience with at the end of his keynote talks. Team Johnny Cupcakes works with the client to create a one of a kind design. In lieu of a book signing, Johnny can do a T-shirt signing meet & greet following his talk. For \$50 each, custom merch starts at a minimum of 100. Or for \$75 each, client's can get their custom merch combined with upgraded with custom VIP packaging.



Select Articles

- [Johnny Cupcakes speaker overview](#)

Explore a colorful overview of award winning innovator and keynote speaker, Johnny Cupcakes. This digital PDF will help decision makers, event & meeting planners, better understand the energy, vibe, and positive change that Johnny makes with his clients.

Select Testimonials

"Johnny is the Willy Wonka of T-shirts and experiential marketing. His talks are fun, genuine, and chock-full of tweetable goodness."

— *Allen Bonde VP and Research Director at Forrester*

"Johnny's energy, passion, incredibly creative thinking and strong entrepreneurship skills would be a fit for so many audiences and industries!"

— *ANGELA SMITH, HEAD OF EVENTS ATLASSIAN, CHAIRWOMAN – CEMA*

"Johnny is an energetic and excellent speaker that is highly engaging. Our entire team from corporate to dealer left the room benefiting from easy-to-implement best practices!"

— *AUDI*

"The moment I tuned into his session, I was captivated by his quirky vibe and the enthusiasm! Virtual standing ovation for his session!"

— *Cristina Carretero Senior Product Marketing Manager Rackspace*

"Everyone at our user conference left motivated to breathe new life into their organization, firm, business, etc. I would highly recommend Johnny for your next big event or keynote opportunity!"

— *DELTEK*

"When Johnny Cupcakes spoke at Inc's GROWCO conference, I didn't know what to expect, but our people assured me he was a good speaker. That turned out to be a drastic understatement. Putting him on the agenda was one of the best decisions!"

— *ERIC SCHURENBERG, EDITOR-IN-CHIEF, INC. MAGAZINE*

"We had over 650 attendees at the event. In post-event surveys Johnny scored the highest of all 13 main speakers!"

— *FEDEX*

"10 out of 10 presentation that leaves you drooling for another bite!"

— *FORRESTER*

"Johnny Cupcakes inspired me to have more fun with my company!"

— *FRÉDÉRIC ROZ_É CEO L'ORÉAL PARIS USA*

"Johnny has 'creativity-as-a-business strategy' nailed and he's able to turn it into a talk which is so coherent and thoughtful that even a bean counter would understand why creativity is the most powerful, yet untapped force in business today."

— *LEWIS SCHIFF, FORBES*

"Johnny's ideas grew our patient volume, reviews, recognition in the market, staff morale, and their views on customer service. He even led us to win a Gold Level Addy Award!"

– *Loden Vision Centers*

"Johnny delivered his keynote with personality, authenticity and inspiring energy. He engaged the audience with his story and made it relevant to the themes and ambitions of our conference. Most importantly he inspired us to think differently--and even more--he had a lasting effect, as since the conference colleagues have taken a 'Johnny Cupcakes approach' to some of our business challenges!"

– *MONDELEZ INTERNATIONAL*

"With tales of entrepreneurial derring-do, Johnny Cupcakes speaks with passion, insight, and hard-earned experience. This is business building from the horse's mouth – not from some consultant's arse!"

– *PAUL GASCOIGNE, CREATIVE DIRECTOR, MOMENTUM WORLDWIDE*

"Run - don't walk - to hire Johnny to speak at your event! The recipe is simple: mix equal parts incredible story and unbridled energy; add dashes of humor, creativity and passion; sprinkle with joyful nuttiness...and what you and your attendees are left with is an hour they will never forget. Pump up your own team; wow an external audience - there are so many settings where this man will ABSOLUTELY CRUSH IT."

– *ROB DUNN SALES MANAGER STREAMLINE EVENTS, INC.*

"We have worked with over 1,000 speakers over the last 12 years, and can safely say that Johnny Cupcakes is one of our favorites! Sincere, down-to-earth, motivational--a true pleasure to watch and a crowd favorite!"

– *SHAWN PUCKNELL, DIRECTOR FITC & NXNE INTERACTIVE*

"It was a pleasure to work with Johnny! We hired Johnny to provide the keynote address at our annual global supplier network conference of 400 attendees with participants from 30 countries. Johnny was directly involved in our planning for his role in the event. His message was informative, engaging, inspirational, and funny! Our client and audience loved him! We received 100% positive feedback! I would highly recommend Johnny as a keynote speaker for any event!"

– *Shelly Roney, CMP Founder & President Meeting & Event Resources*