



# CHRIS CLEWS

Speaker, Author and  
80s Pop Culture Guy

## Chris Clews is a speaker and author of the book series “What 80s Pop Culture Teaches Us About Today’s Workplace”.

Growing up in the 80s and with over 20 years of experience in corporate marketing he knew two things very well – 80s pop culture and business. So he combined the two and created “What 80s Pop Culture Teaches Us About Today’s Workplace”.

He’s spoken to a diverse set of organizations and companies including Visa, WIFS (Women in Insurance and Financial Services), DisruptHR, FuturePharma, HR Healthcare, Nostalgiacore and more. He’s a frequent guest on podcasts with topics ranging from workplace culture to 80s pop culture and he has been referenced or interviewed in numerous publications such as Entrepreneur.com and Esquire UK magazine.

A graduate of Elon University in North Carolina, Chris has over 20 years of marketing leadership experience with companies ranging from Planet Hollywood to DHL. He’s built brands, led brands through transition and spearheaded sports sponsorships with NCAA Basketball, PGA, MLB, International Soccer and the UFC.

He’s also passionate about animal rescue and donates a portion of the proceeds from his book and speaking engagements to the SPCA International and lives by the quote from the poet laureate Ferris Bueller, “Life moves pretty fast. If you don’t stop to look around once in a while, you could miss it.”

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### “Energetic and Enthusiastic”

“Like it was totally rad dude! Chris presented during our annual Visa Learning Festival and it was amazing! His use of 80s icon’s blended with his energetic and enthusiastic delivery made for an extremely effective presentation. I would work with Chris anytime and I look forward to introducing him to more crowds at future Visa events!”

*- John Knauff, Director, Visa University*

# SPEAKING CONTENT

## *Wax On. Wax Off.*

### Everything I Need To Know I Learned from 80s Pop Culture.

Often times the best lessons for our life and career can come from the most unexpected of places and one of those places is 80s pop culture. Chris's presentations are fun, unique, relatable and most importantly retainable. **Beyond the traditional campus and administrative groups, he is also uniquely positioned to speak to your non-traditional students who may desire content reflective of their age group and generation.**

He can customize the content to include 80s pop culture lessons that fit the theme for your campus event, school, area of discipline or classroom syllabus. For example:

#### LEADERSHIP

Learn how two greasers - Johnny Cade and Ponyboy from *The Outsiders* - teach us about the importance of keeping our moral and ethical leadership compass intact; See how Prince Akeem from *Coming To America* can teach us the difference between earned and unearned leadership; Learn the distinct difference between those that rule and those that lead through the actions of the musical and pop culture icon, *Prince*; see how Axel Foley from *Beverly Hills Cop* taught us the importance of protecting your team; and many more leadership lessons.

#### CAMPUS/WORKPLACE CULTURE

Learn how Jeff Spicoli from *Fast Times at Ridgemont High* taught us two very valuable lessons for the culture on our campus or in the workplace: (1) That it is ok to say "I don't know"; and (2) How to avoid the "bogus" tag for your campus/workplace culture; See how we can turn the old adage of work-life balance for ourselves into a righteous and selfless act - a la *Ferris Bueller*; Find out what Mr. Miyagi from *The Karate Kid* taught us about how to manage our stress in the workplace; Learn what the *Ghostbusters* taught us about embracing risk; See how *E.T.* taught us about social responsibility; and many more campus/workplace culture lessons.

#### MARKETING, COMMUNICATIONS AND SALES

See how lovable knucklehead, Clark Griswold in *Christmas Vacation*, teaches us the importance of knowing your audience; Learn how Inigo Montoya from *The Princess Bride* taught us about message and brand consistency; Find out how Del Griffith from *Planes, Trains and Automobiles* taught us that every great company needs a great salesperson; See how Lloyd Dobler from *Say Anything* shows us how to create a unique and memorable brand; and more marketing, sales and communications lessons.

#### INCLUSION

How two characters from *The Goonies* (Chunk and Sloth) teach us the importance of inclusion in the workplace; See how The Frog Brothers from *The Lost Boys* teach us that problem solvers don't come in a one size fits all package; Learn how a goofy greenskeeper from *Caddyshack* taught us the importance of expanding our workplace circle of trust; Find out how five kids stuck in Saturday detention in *The Breakfast Club* taught us how to appreciate, embrace and value each other's differences; and more workplace inclusion lessons.



"Fantastic! Well done!"

"I never thought I'd see the Goonies referenced at a professional conference, but it was a fantastic way to discuss diversity and inclusion! Well done!"

- Elizabeth Lust, Ph.D., Industrial/Organizational Consultant at Educational Testing Service