

TED WRIGHT

INTRODUCTION

(to be read by the person introducing Ted at your event)

If you have seen or heard about major brands such as Jet Blue, United Healthcare, Allstate Insurance, AT&T, and Applebee's in the past few years, chances are it's because of **Ted Wright**.

He has contributed to several consumer revolutions in the United States, taking big brand clients to the next level of marketing.

Ted has been at the forefront of Word of Mouth Marketing since he helped re-ignite the Pabst Blue Ribbon brand in 2000.

Over the last decade, his agency, Fizz, has become a global leader in word of mouth marketing with clients on every continent.

Visiting today from Atlanta, Georgia... he enjoys great bourbon and drives too fast, but never at the same time.

Please help me welcome... **Ted Wright!**