



ASHTON BISHOP

CEO

When it comes to speakers, Ashton is of the rare variety, in that he's actually out in the field applying his theories and working the tools with some of Australia's largest brands every day. This is because he believes that with things changing so quickly the only way to constantly provide value to audiences is to be a part of the madness.

Ashton has spent over 20 years working internationally on some of the world's biggest brands, running million-dollar campaigns for billion-dollar brands — specialising in Predatory Marketing — pinpointing how brands can grow by outsmarting their competitors. He's a business owner and serial entrepreneur, always challenging, often controversial, and always focused on what gets results.

Ashton's path to the stage was a somewhat unusual one. After graduating with a commerce/law degree, he turned his hand to street performing, TV presenting, stand-up comedy, film directing, and even literally ran away with the circus. Now that he has found his niche, he uses these past life skills to develop presentations that are a mix of theory, workshop, and *Whose Line Is It Anyway* — always relevant, topical, and entertaining.

Ashton has won the coveted Speaker of the Year Award from the world's #1 CEO network three times. He has received film awards, guest-lectured at leading universities, won creative and strategic recognition from his peers, and was instrumental in developing Australia's first mobile app.

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