



BRIAN SMITH

UGG Founder | Speaker Media Kit

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About Me

Brian Smith, founder of the iconic UGG Australia brand and bestselling author of *The Birth of a Brand*, has spent 40+ years mastering the journey from idea to billion-dollar business. He's taken the stage in **over a dozen countries**, speaking to audiences from **Fortune 500 boardrooms to 2,500-person entrepreneurship summits**, and guest lecturing at **USC, Pepperdine, and the University of San Diego**.

His philosophy — *"You can't give birth to adults"* — is more than a mantra. It's a growth framework that's helped thousands of entrepreneurs and leaders embrace each stage of building, scale with authenticity, and weather the inevitable challenges.

Over the past four decades, Brian Smith has gone from selling 28 pairs of boots in his first season to creating a billion-dollar lifestyle empire. From grassroots marketing that sparked cultural buzz to celebrity endorsements from Oprah Winfrey, Tom Brady, and Pamela Anderson, Brian's playbook has been featured in *Forbes*, *Entrepreneur*, and *Success Magazine*. Whether speaking to founders, executives, or students, he equips audiences with the exact strategies to grow a brand that lasts — from finding product-market fit and building emotional connection, to leading through setbacks and scaling for global impact.

Signature Talk Topics

1. The Birth of a Brand - Marketing

 *How to Turn Small Beginnings into a Global Icon Through Marketing*

 **Outcome:** Understand the exact steps to transform an idea into a globally recognized brand, even when starting with almost nothing.

 **Description:** Brian walks audiences through the real UGG journey — from selling 28 pairs in a trunk to leading a billion-dollar lifestyle brand — revealing the mindset shifts, creative marketing, and persistence needed to make your dream inevitable.

2. The Irresistible Brand

 *How to Build a Brand People Fall in Love With*

 **Outcome:** Learn the tools to create a brand that moves beyond transactions and inspires fierce loyalty.

 **Description:** Brian shares practical strategies for authentic marketing, celebrity and influencer leverage, and staying true to your values while scaling worldwide.

3. Perseverance as a Strategy

 *How to Turn Setbacks into Your Strongest Selling Points*

 **Outcome:** Equip yourself to embrace rejection, failure, and obstacles as stepping stones to lasting success.

 **Description:** From years of near-bankruptcy to the eventual global success of UGG, Brian teaches that setbacks are not stop signs — they're signals to innovate. This session inspires entrepreneurs and leaders to adopt resilience as a competitive advantage, transforming challenges into opportunities for growth and differentiation.



Who Do I Talk To?

- Entrepreneurs and founders with big ideas but limited resources
- Corporate leadership teams navigating growth and brand-building
- Business schools, incubators, and accelerator programs
- Audiences hungry for authentic stories of resilience and success

Tech & Logistics

- Microphone: Brian requires a headset mic for all events.
- Visuals: Final slides will be provided no later than one week prior to the event.
- Travel: Brian is available to travel for speaking engagements upon approval. Travel and accommodation expenses are not included in his speaking fee and must be covered separately.

Full Bio

Brian Smith was born in Australia and trained as a chartered accountant, but it was a one-way ticket to California in 1978 that changed everything. Stepping into the sun-soaked surf culture, he spotted an untapped niche: American surfers had never worn sheepskin boots. With just 28 pairs in his first deliveries, he launched UGG — and unknowingly began one of the most iconic brand journeys of the last century.

The climb was anything but smooth. Sales were slow, doors were slammed, and cash was scarce. More than once, UGG teetered on the edge of collapse. But Brian refused to quit. He pioneered a grassroots marketing strategy rooted in authenticity, getting UGG boots onto the feet of pro athletes, cultural tastemakers, and Hollywood's A-list long before "influencer marketing" was even a term. That vision paid off — with global exposure from Oprah Winfrey, Tom Brady, Leonardo DiCaprio, Pamela Anderson, and countless others who made UGG a cultural icon.

Over the next decades, UGG leapt from its surfside origins into snowfields, city streets, and fashion capitals, expanding across North America, Europe, and Asia to become a billion-dollar lifestyle brand.

Since selling the company, Brian has become one of the world's most in-demand keynote speakers — headlining entrepreneurship summits, Fortune 500 leadership retreats, and business school programs across multiple continents. He's shared the stage with top industry leaders, delivered keynotes to audiences of 2,500+, and guest lectured at universities including USC, Pepperdine, and the University of San Diego.

His bestselling book, *The Birth of a Brand*, is not only a raw, behind-the-scenes account of building UGG, but a roadmap for anyone bringing a dream to life. It's been featured in *Forbes*, *Entrepreneur*, and *Success Magazine*, and is now part of entrepreneurship curricula worldwide.

With his signature philosophy — "*You can't give birth to adults*" — Brian leaves audiences with the confidence, tools, and resilience to navigate every stage of growth, from fragile beginnings to global recognition. Today, he continues to mentor entrepreneurs, inspire leaders, and prove that with the right vision and relentless persistence, even 28 pairs of boots can change the world.

Open to Work

Status: Open to new opportunities (In-Person / Virtual)

Preferred areas: Startups, Conferences, Summits, Educational Institutions

Languages: English (fluent)

Contact me for: Day events, Ongoing retainers, Partnerships

Testimonials

"The second he comes on the stage, he has instant credibility. I have to salute and applaud his fabulous stories with a lot of take-home value"

— Harvey Mackay, #1 New York Bestselling Author/Businessman

▼ Hear it straight from Harvey

<https://www.youtube.com/watch?v=K3sNhAurfpY>

"His story about the entrepreneurial mindset that you need to realise your dreams and build an incredible brand were absolutely captivating."

— Jay Hunt, President of the Board at EO Las Vegas, and Founder

▼ Hear it straight from Jay

<https://www.youtube.com/watch?v=tWslzO-yS2k&t=49s>

"One of the things I learnt is really understanding your customer, how to connect, and how to scale that, and what does it look like?"

— Gene Lim, CEO, President, and Philanthropist

▼ Hear it straight from Gene

https://www.youtube.com/watch?v=5P3zF_21yBo

Socials

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