



BRIAN SMITH UGG Founder | Speaker Media Kit

 **Phone:** +1 760-917-2988  **Email:** info@uggfounder.com  **Location:** California, United States



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 a billion-dollar business. His entrepreneurial story was recently featured on **NPR's How I Built This with Guy Raz**, one of the world's most celebrated entrepreneurship podcasts.

Brian has delivered keynotes in more than a dozen countries, speaking to audiences ranging from **Fortune 500 companies and 2,500-person entrepreneurship summits** to YPO events and leading universities, including **USC, Pepperdine, and the University of San Diego**. His keynote at the **Inc. 5000 Conference** earned this praise from Inc. Media Editor-in-Chief Eric Schurenberg: **"A truly inspiring performance that entrepreneurs will be talking about for a long time."**

Creator of the **You Can't Give Birth to Adults** framework, Brian equips leaders and teams with practical strategies to build resilient brands, lead through every stage of growth, and create lasting customer loyalty. His insights have been featured in **Forbes, Entrepreneur, and Success Magazine**. Audiences leave with renewed perspective, practical tools, and the confidence to turn their vision into a lasting legacy.

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 as you scale 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=K3sNhAur fpY>

"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

LinkedIn: <https://linkedin.com/in/briansmithuggfounder/>

Website: <https://BrianSmithSpeaker.com>

Instagram: <https://instagram.com/briansmithugg>

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