

Jeff Gibbard

Superhero at The Superhero Institute

Greater Philadelphia Area, PA, US

Rethinking business from the inside out. Leadership drives culture. Culture gives way to strategy. A well executed strategy brings results.

Biography

For years his LinkedIn headline read "World's Most Handsome Social Media & Content Marketing Strategist." But today he prefers to go by another title: Superhero Jeff Gibbard is the Founder of The Superhero Institute, a training, and development company that shows people how to be super and human at work and in life. Using a combination of his proprietary Superhuman Framework and the Superhero Code of Ethics, Jeff reveals the inner workings and simple strategies that unlock the heroic potential of leadership, communication, strategy, and enduring growth. Jeff took a hard pivot in 2019 after more than a decade of work in the Social Media industry and is now on a mission to help rehumanize the online world, inspire the next wave of extraordinary leaders, and give every human being access to the tools and training they need to be more strategic, thoughtful, and effective. Jeff's career has brought him face-to-face with companies large and small, engaged and disengaged, ethical and, eh, *not so much*. From these experiences, Jeff has developed an insightful and strategic mind that is always balancing the interests of business with the more important interests of people and the greater good. He is a graduate of Temple University and earned his MBA from Drexel University. He's an expert strategist, dynamic keynote speaker, and the host of the popular podcast Shareable.

Availability

Keynote, Panelist, Workshop, Corporate Training

Industry Expertise

Management Consulting, Social Media, Business Services, Advertising/Marketing, Corporate Leadership

Areas of Expertise

Purpose, Brand, Leadership, Company Culture, Content Marketing, Social Media Marketing Strategy, Integrated Marketing, Sales

Affiliations

Social Media Club

Education

Temple University
BA Film and Media Arts

Schreiber High School

Drexel University - College of Business and Administration
MBA Business Administration: Marketing

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