

A portrait of Russell Pearson, a man with glasses, wearing a dark suit jacket over a light blue shirt, sitting and smiling. The background is dark with a red curtain on the right side.

# Russell Pearson Biography



**RUSSELL  
PEARSON**

## Russell Pearson - The Business Blacksmith

He's been called the Brand Design Guy, the Business Blacksmith and a Competitive Business Strategist. When it's time to shake things up, they call him direct.

Whether stalking the big stage, going global from his private studio or rocking a comedy club, Brand Strategist, Russell Pearson brings passion, humour and insight to every presentation.

His fun and engaging style has impacted thousands of business people around the world.

Whether keynotes or workshops, Russell brings decades of experience and practical application to every presentation. Powerful observation, captivating storytelling and a strong grasp of online technology enable Russell to connect audiences with the future of business.

With a catalogue of clients included TOYOTA, Fulton Hogan, CPA Australia, Santa Fe, Wridgways and Ticketmaster amongst a host of other fantastic companies, Russell has worked behind the scenes of amazing brands for over two decades, allowing him to bring massive value to business audiences.

Russell is an award winning founder of the Crimson Fox Creative Studios and has a lifetime of experience in the world of marketing. Russell is also the Past National President of Professional Speakers Australia.

In addition to his professional career, Russell is also co-founder of the Awesome Show Leadership podcast, the Rusty Pearson blacksmithing podcast and is a father of three feisty children that continue to challenge his passion to learn more every day.

For more information on speaker topics  
please visit [www.russellpearson.com](http://www.russellpearson.com)

If you have questions contact Russell  
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