

A professional studio portrait of a woman with long, dark, wavy hair and bangs. She is smiling warmly at the camera, resting her chin on her hand. She is wearing a vibrant purple short-sleeved top. Her accessories include a gold chain bracelet on her right wrist and a diamond ring on her right hand. The background is a solid, neutral tan color.

BRITTANY HODAK

AUTHOR & SPEAKER



Brittany Hodak is an award-winning entrepreneur, author, and customer experience speaker who has delivered keynotes across the globe to organizations including American Express and the United Nations.

She has worked with some of the world’s biggest brands and entertainers, including Walmart, Disney, Katy Perry, and Dolly Parton. She founded and scaled an entertainment startup to eight figures before exiting, and she is the former Chief Experience Officer of Experience.com.

Her debut book, [Creating Superfans](#), will be available on January 10, 2023.

AS SEEN AND HEARD ON:

The New York Times

AdAge

Forbes

SUCCESS

TIME

FORTUNE

Bloomberg

COSMOPOLITAN

The Washington Post

International Business Times

Inc.

USA TODAY

THRIVE GLOBAL

ADWEEK

CBC NEWS NETWORK

TODAY

WSJ

CBS NEWS

FOX BUSINESS

SHARK TANK



Take Your Customers From Apathy To Advocacy

**BE AMAZING
OR GO HOME!**
WITH
SHEPHYKEN

Brittany is frequently asked to discuss the following topics:

Customer Experience

- What is a 'superfan'? Why are they so important?
- Tell me about your background in entertainment and how it led to your career in CX.
- Describe your SUPER Model.

Employee Experience

- How can you apply the SUPER Model to the employee experience?
- There's been so much talk of "the great resignation" and "quiet quitting." What's your take on what's going on and what should leaders know?

Scaling Startups

- What is the #1 reason startups fail?
- What should solopreneurs prioritize when it feels like EVERYTHING is urgent AND important?
- You grew your business to more than \$1M in revenue in under a year as the company's sole salesperson. How did you do it, and what lessons can others learn?

Building Brands

- How does a company's brand contribute to its customer experience? What about the employee experience?
- How do you ensure that all of your employees are aligned with your brand story?

CREATING SUPERFANS

How to Turn Your Customers Into Lifelong Advocates

Superfans aren't just for rockstars and NBA teams. What if your customers loved your brand the way Swifties love Taylor or Drake loves the Raptors? What if they came back again and again... and told their friends to do the same?

In *Creating Superfans*, award-winning entrepreneur and keynote speaker Brittany Hodak shares a powerful framework for transforming your business from a commodity into a category of one.

Brittany has helmed fan-engagement campaigns for brands including Walmart, Disney, Amazon, and dozens of other global brands. *Creating Superfans* combines sharp business insights with entertaining stories from work with stars like Taylor Swift, Dolly Parton, and Mötley Crüe.

Memorable case studies from businesses of all sizes illustrate that customer experience, or CX, is the battlefield for winning — and keeping — customers. Brittany's game-changing CX system, the SUPER Model, is simple to learn, deploy, and measure across every organization.

Whether you're launching a new business or running a hundred-year-old brand, *Creating Superfans* gives your entire team a shared playbook for tapping into the unmatched power of superfandom.

ADVANCE PRAISE FOR CREATING SUPERFANS:

"The smart, simple advice and pop culture references put CX into terms your team will relate to, remember, and—most importantly—really use."

Jon Acuff, host, "All It Takes is a Goal"

"These pages are filled with powerful stories, specific examples, and a complete framework for turning customers into the engine of your business."

Jay Baer, host, "Standing Ovation"

"I know firsthand what it means to have loyal, dedicated fans. Whatever your 'thing' is, you'll find advice in *Creating Superfans* to help you go further, faster, with a loyal tribe cheering you on."

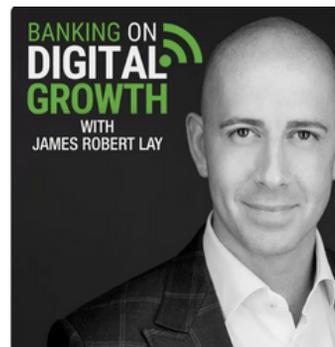
Bobby Bones, host, "The Bobby Cast"

"Brittany Hodak is a master at helping brands connect with their audience in a way that creates deep loyalty and meaningful, authentic bonds. The strategies in *Creating Superfans* are priceless!"

Rory Vaden, host, "The Influential Personal Brand Podcast"

HEAR BRITTANY ON OTHER TOP PODCASTS

LISTEN NOW





LET'S CONNECT!



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