



Philippe Cesson, Bio

The sunny beaches of the French Riviera seem like a paradise to most people. But Philippe has never been like most people. Always an iconoclast, he left his native environment in the South of France to seek his fortune overseas - and became an American citizen along the way. After more than a decade honing his Badass skills at big-name corporations including Pinkerton and DirecTV, including startups like Adexa, Philippe fully embraced the concept of being an entrepreneur and created the CESSON 3.0 agency - in a garage - in 2004.

A successor to the traditional marketing agency, CESSON 3.0 has grown from its humble start to have clients all over North America. Even through a recession, business thrived. Other agencies have come and gone, but CESSON 3.0 keep setting the standard up for them all. This is why he is Badass. And not because he always wears silver rings on all five digits of his right hand. Although some people say it helps.

As Badass-in-Chief™ of CESSON 3.0, a marketing & training agency, Philippe leads a bi-coastal team of professionals in Los Angeles and New York City dedicated to life, liberty and the pursuit of technology. Every week, the smart folks of CESSON 3.0 generate results for its clients all over North America, moderating the exclusive Badass LinkedIn CEO group, and putting together the ever-popular Badass Friday show, the podcast about life, liberty and the pursuit of technology. CESSON 3.0 has trained more than 3,000 CEOs and executives to embrace the opportunities created by technology, social media, and the new generations of thinkers. CESSON 3.0 animates clients to grow capacities and connections with its Badass mantra.

In his capacity as Badass Speaker™, Philippe has delivered more than 400 presentations, keynote addresses, and workshops (IRL and online). He's presented at conventions and events from Seattle to San Diego, Puerto Vallarta to Philadelphia, Montreal to Miami, and all points in between. Philippe is one of the most highly-rated and sought-after speakers on all levels of technological and nontraditional ways of expression. True to his Badass nature, Philippe infuses every

engagement with his abundant sense of humor, charming accent, and finely-tuned business acumen.

Philippe speaks on three principal topics: “Generate Leads and Engage Employees using Social Media & Marketing Automation”, “Bridging the Generational Divide: Impact Boomers, Gen X, Millennials, and Gen Z into the Modern Workplace and Your Life” and “How to Thrive in the Badass '20s or a Holistic Primer for CEOs on Life, Liberty and the Pursuit of Technology”

Philippe has also been on the alumni board of the University of Dallas, where he received his MBA, and served as President of the San Diego French American Chamber of Commerce. All that said, while Philippe eagerly looks for ways to make this a faster, better-connected world, he still enjoys spontaneously disconnecting for days at a time to recharge in the company of his three children, explore on his motorcycle remote byways in the American Southwest and Baja California, and maybe pick up a mic and make you laugh at a late-night dive bar in NYC, or play a DJ set at an after party somewhere in North America or Europe.

