

# Philippe Cesson

*Badass-in-Chief™ at CESSON, Curator to the best CEOs of America™, and the Badass Speaker™*

Philippe Cesson, the Badass-in-Chief™ at CESSON, is not your average CEO. With a flair for the unconventional and a knack for turning CEOs into Badass leaders, Philippe brings a fresh perspective to the world of business strategy.

Philippe's distinctive blend of irreverence and uniqueness coupled with his quick-witted nature, are the pillars of his "Badass-Side". However, the other side of Philippe has been equally impactful. He is a devout student of stoicism, embodying its principles of resilience and self-mastery.

Philippe's journey to becoming the Badass-in-Chief™ was paved with groundbreaking endeavors in technology and communication. His lens has evolved over the years, much like his approach to leadership. Long before hashtags and viral memes dominated the digital landscape, Philippe was at the forefront of the social media revolution.

In the early 2000s, Philippe leveraged his expertise in marketing and strategic communications to help companies harness the power of social media for brand building and customer engagement. His innovative approach and forward-thinking strategies propelled him to the forefront of the burgeoning industry, earning him a reputation as a pioneer in the digital marketing world.

Now, as the AI revolution reshapes industries and redefines the very nature of work, Philippe is back with a vengeance. Drawing on his years of experience at the intersection of technology and business, Philippe is leading the charge again, this time in artificial intelligence. At CESSON, Philippe and his team are at the cutting edge of human-elevated AI-driven solutions, helping CEOs harness the power of machine learning, automation, and predictive analytics with the human touch of a team of content specialists.

As the Badass Speaker™, Philippe is known for his sharp wit, provocative humor, and unmatched expertise. With over 15 years of experience and over 400 electrifying keynotes, Philippe has earned his place as a member of the exclusive "200 club" of top Vistage speakers. Philippe's magnetic presence and game-changing insights have made him a sought-after speaker for numerous CEO groups and executive organizations worldwide.

Philippe enjoys spontaneously disconnecting for days at a time to recharge in the company of his three children and explore remote byways on his motorcycle in the American Southwest and Baja California. You might even find him picking up a mic at a late-night dive bar or playing a DJ set at an after-party!

As he embarks on this new chapter in his storied career, Philippe remains committed to pushing the boundaries of what's possible and empowering CEOs to achieve greatness in the age of AI. So buckle up, because the revolution is here, and Philippe Cesson is leading the charge.

