

## Philippe Cesson

Badass-in-Chief™ at CESSON | Provocateur to the best CEOs of America™ | Badass Speaker™ on Digital Growth, AI & Cracking the Generational Code

### **PHILIPPE CESSON IS HERE TO INFUSE MODERN CEOS WITH HIS SIGNATURE BADASS FLAIR**

Philippe Cesson, known as the "Badass in Chief" at CESSON, a standout Digital Marketing Agency, has mastered the art of empowering CEOs with modern strategies, delivered with his trademark wit, provocative humor, and a rich dose of actionable knowledge. With a dynamic combination of repartee and insight, Philippe enables leaders to sharpen their edge and accelerate business growth.



With over 20 years of experience, Philippe has conducted more than 400 presentations, keynote addresses, and workshops in 43 American states (looking at you, Wyoming), as well as in Canada, Mexico, the UK, and several European countries. He has been invited to headline prestigious events and conferences at some of the world's most iconic venues, including the Javits Center in New York, the Navy Pier in Chicago, and the Blue Danube in Budapest, establishing himself as a highly sought-after speaker. His engaging style and valuable content have earned him a spot in the elite "200 Club" of top-rated Vistage speakers, a testament to his expertise and unique Badass approach.

Philippe's impressive journey includes serving on the alumni board of the University of Dallas, where he earned his MBA, and presiding over the San Diego French American Chamber of Commerce. Philippe enjoys time with his three children. He also relishes cruising the remote highways of the American Southwest on his iron horse, soaking in the landscape's rugged beauty.

While he eagerly anticipates an AI-fueled, more connected world, Philippe balances his fast-paced professional life with moments of deliberate disconnection like his annual Digital Detox—what he calls a vacation for his mind—and takes pride in being a lifelong student of the ancient Greek and Roman philosophy of Stoicism.

What makes us human hasn't changed much in 2,000 years, which is why getting AI right is humanity's crucial responsibility—and every CEO's ultimate challenge.

His experiences, adventures, and insights into societal and technological shifts shape his dynamic perspective, enabling him to blend innovative business strategies and practical execution with authentic leadership. This makes him a relatable and inspiring curator for CEOs and organizations navigating today's ever-evolving landscape.



Celebrating 20 years, CESSON began in a California garage in 2005 with a bold vision: to help businesses navigate the digital marketing revolution. Today, it has grown into a powerhouse marketing and training agency, driving success nationwide through digital campaigns, content creation, social media management, search engine optimization (SEO), and website development. By blending human expertise with AI technology, CESSON delivers measurable results that keep businesses ahead of the curve. With an average client tenure three times longer than the industry standard, CESSON's results-driven approach continues to create a lasting impact.