

SPEAKER ONE SHEET



Loren Weisman delivers direct, practical, and audience-tailored talks on brand communications, messaging, and optics. Every presentation is customized to fit the audience's knowledge, size, and industry, from boardrooms to convention centers.

Loren's sessions and speaking events are focused on actionable strategies, current intelligence, and real-world applications that attendees can implement immediately. Each talk is conversational and fact-based, emphasizing clarity and incorporating humor, hard truths, and proven methods to encourage audiences to take action rather than simply listen and leave.

Loren's approach is grounded in transparency and authority. He distinguishes opinion from fact, supports claims with vetted sources, and avoids outdated methods or hearsay. His talks are designed to adapt in real time, responding to audience questions and needs. There are no locked-in PowerPoints or one-size-fits-all presentations. Loren aims to help professionals and businesses at all experience levels build stable, compliant, and effective foundations for brand communication.

Starting as a session/ghost drummer and music producer, Loren has amassed 700 album credits across major and indie labels. He then transitioned to TV production, earning credits with ABC, NBC, FOX, CBS, TLC, and more, including reality shows, infomercials, movies, and documentaries. Loren is also the author of three internationally published and distributed books, including Wiley & Sons' "Music Business for Dummies" and GreenLeaf Book Group's "The Artist's Guide to Success in the Music Business."



LOREN WEISMAN
BRAND COMMUNICATIONS & OPTICS STRATEGIST



Loren's speaking and talks focus on authentic and authoritative messaging strategies, marketing perceptions, audience optics and humble personalized engagement methods. Weisman is able to help authentically sound people seed their visions in good soil.

Booking & Contact

- Direct booking, referral partners, or major speaker bureaus
- Download speaker overview, talk titles, and sample agreements at LorenWeisman.com

Speaking Overview and Talk Titles Page:

lorenweisman.com/brand-communications-speaker/
About The Speaker Page:
lorenweisman.com/brand-communications-speaker/

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