



## Testimonials

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### Thinking About Marketing in a New Way

We had an incredible session with Rose and Faris. They brought the expertise AND the energy that helped to educate, inspire, and invigorate our team to think about marketing and creative in a new way. Not only was their presentation engaging, but the open discussions we had afterwards were so interesting we could have booked another hour just to pick their brains and talk shop. Would love to bring them back!

- **Maris Bodell, Trade Republic**

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### Inspiring Keynote

As an agency, it's difficult to find a keynote/facilitator that is inspiring, understands agency culture and can raise the energy of the room.

It was clear in our initial conversations with Rosie and Faris, they were up for the task! They listened to our needs, structured their keynote to connect back to our specific agency operations and delivered the energy we were looking for!

Rosie and Faris were an absolute pleasure to work with! They took our theme of Collaboration and connected it seamlessly with their content so our employees whether virtual or in person understood the message.

- **Kim Lawton, Chief Possibilities Officer, [Inspira](#)**

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### Experts in Creativity

Rosie and Faris are the foremost experts in creativity and bring professionalism in everything they do. At Zappi, we partnered with them for expert analysis of ads to a live webinar event and podcast recording, and couldn't have asked for more in their planning and ability to connect data with empathy. They helped bring our data to life and facilitated understanding of why consumers responded to the campaigns the way they did.

As a result of having Rosie and Faris on board, we outperformed our typical listener metrics by 15x, making the episode our most-listened-to recording in the podcast's 3-year history.

- **Vinny Frazzetto, Sr. Manager, PR & Communications, [Zappi](#)**

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## **Thank You From SoDA**

On behalf of the SoDA team and our members, I wanted to thank you for investing your time and energy with us in Athens. Our goal is to bring a combination of expertise, ideas, experiences, shared learning and a sense of camaraderie to our members so that they might feel even just a little more inspired, motivated, connected and supported in their journey to build a world class creative business. Faris and Rosie played a direct role in making that happen and for that we are incredibly grateful.

Their presentation was provocative, smart, funny and inspiring. Plus, their workshop and the overall expertise you brought to our conversations was invaluable. I really appreciate that they were willing to engage, participate and contribute so directly to our discussions. It was also so nice to finally meet them in person. They're both incredible!

- **Tom Beck, Executive Director, [SoDA](#)**

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## **Enthusiastic Workshop Facilitators**

My goal by bringing you in was to better equip us to take client briefs, but we did so much more. We planted the seeds of a bigger picture thinking about the ecosystem we are part of and the role we can play in it, and I've definitely seen these seedlings grow recently. In the workshops, we saw an evolution from: "Wow, this is way over my head but ok, it's interesting" for the first workshop to: "Wow, I can do this and this is fun, I want more of it" at the last one, and I could not be more pleased. The workshop enthused my strategy and social media management team with the possibilities that lay ahead, and I like to think that it helped flip a switch in most of our other team members' heads.

- **Chloe Mathieu Phillips - Director, Strategy + Brand - [The Social Element](#)**

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## **Deep Suggestions**

Faris is widely recognized for his exhaustive grasp on a wide range of topics - and his ability to give a hot take and yet be super kind at the same time. To be honest, when we were thinking about our inaugural Twitter Spaces for the topic The Great Restoration - Faris and Rosie were the first two people who came to my mind, as they are a living embodiment of the topic. Because of the format we could only invite Faris - I am so glad he was free and able to do it. He elevated the conversation by referencing various articles, pieces of work and had some deep and provocative suggestions towards the end. I hope we can have more events like this in the future - and in the process get to collaborate with Genius Steals more.

- **Rohan Routroy - Twitter Trends Spaces- [@iamrrr](#)**

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## **The Best Energy for our Audience**

Working with Rosie and Faris is like going to the pub for a meeting, you know it will be insightful AND fun. I had the absolute pleasure to work with these two legends. They understood the brief, were quick to pull a plan together and delivered the best energy for our audience. Highly recommended.

- **Courtenay McDermott - Global Agency Program Manager - [Meta Australia](#)**

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### **Engaging and Refreshing Keynote Speakers**

Rosie and Faris were the keynote speakers at our Marketing Away day (Diageo/EABL) and delivered an engaging and refreshing session on the Principles of Creative Effectiveness, with great examples that were relevant and resonated with our market and in line with our Creativity with Precision ambition at Diageo.

- **Waithera Kabiru - Head of Media Futures, [Diageo/EABL](#)**

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### **Rosie and Faris Have an Energizing and Compelling Presence**

A presentation from Genius Steals is the oxygen mask every employee and team need to know that they, to a person, can rise to the challenges to be increasingly agile and adaptive in times of uncertainty. Rosie and Faris have an energizing and compelling presence. We booked Genius Steals as part of a virtual conference and their session was both the most attended and highest rated by our members.

- **Bill Carrier, E-Business Consortium Marketing Practice Director  
[University of Wisconsin, Madison](#)**

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### **Equal Parts Educational and Fun**

I had the pleasure of collaborating with Genius Steals on a brief writing workshop for my team. Rosie, Faris and Scott were fantastic. Their preparation was thoughtful and they took the time to design exercises that were truly fit for how our team wanted to grow. The workshop was equal parts educational and fun, and saw an almost immediate impact in our team and the work. Would highly recommend Genius Steals to any company - big or small - and looking forward to working with them again in the future.

- **Anonymous Mid-sized Technology Company**

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### **A Unique Experience Worth Repeating**

Rosie and Faris are a dynamic duo. Their leadership and know-how on current trends created an enormous impact on all our Strategist 2.0 Bootcamp participants. Their energy in delivering their strategy class, Connecting The Dots, uncovered opportunities in seemingly unrelated things. A unique experience worth repeating.

- **JG Diaz, Cofounder/Director, [M.AD School of Ideas Punta Cana](#)**

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### **High Energy, Fun, and Thoughtful**

Rosie and Faris took a chance on us as we booked our first event in a COVID world. Throughout the engagement their team and they met every promise and delivered exceptional customer service. They kicked

off our event with a high energy, fun, and thoughtful presentation that inspired our audience to look outside of themselves and their organizations for ideas. They masterfully wove in themes that resonated with our audience and conducted a fun Power of Play workshop that gave us ways to make our meetings suck less. Thank you for all that you did to join us during this challenging time and make our event a success. They rock!

**- Carrie Conko, Vice President for Communications at SPN**

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### **An Energetic Keynote with Excellent Content**

Rosie and Faris were great partners to work with on our event! They were thoughtful and intentional in their preparation, taking all of our customer needs into consideration. They presented an energetic keynote with excellent content for our attendees to engage with and walk out the door with practical application. They also stayed at our event and spent time talking with attendees, getting to know them and continuing to offer insights from their experience and expertise in individual conversations and discussions. What an unexpected gift from Rosie and Faris, and we so appreciated this part of the collaboration with them!

**- Julie Burden, Senior Director of Special Projects and Events at [State Policy Network](#)**

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### **Rich and Creatively Inspiring**

A rich and creatively inspiring session that got the team thinking, learning and building new and better briefs.

**- Pip Dunjay, Strategy Director, [TikTok](#)**

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### **Rosie and Faris Together is Electric**

The combo of Rosie and Faris together is electric, not simply the energy they bring to the collaboration but the exponential power of two strategic minds coming together that results in creative strategy which is next level. Between them we covered ground at lightning speed but their style and personalities made them feel like part of the family instantly which is where the magic lies.

I was excited to work with them both and will definitely try to find the right opportunities to unlock their strategic skills but also their creative ideas in the future. I especially appreciated their openness to use any 'artifacts' we might consider sacred. They do a lot to make themselves easy to add in the mix and I admired the way they could engage the creatives.

**- Gavin Jones, Head of Strategy, [Venables Bell](#)**

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### **Industry Thought Leaders Within the Media and Advertising Space**

Want To Collaborate? Get In Touch: [Hello@Geniussteals.Co](mailto:Hello@Geniussteals.Co)

Rosie and Faris have been some of the best external keynotes I have worked with during my time as program producer. Not only are they collaborative when it comes to building out the right content, they also make an effort to understand where their section fits into the wider agenda and look for ways where they can reference the other content or speakers involved to build on the cohesiveness of the overall session. Furthermore, audience members always share such positive feedback about Rosie and Faris in post session surveys, reaffirming them as industry thought leaders within the media and advertising space.

- Courtney Glennon, Program Manager, [Facebook Australia](#)

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### **Stimulating, Wide Ranging and Thought Provoking**

Our team at eatbigfish had been wanting some fresh peripheral vision – someone who could help us look in new places, and bounce some of our perspectives around a little. So of course I thought of Faris and Rosie at Genius Steals. Who else? They gave us a really stimulating, wide ranging and thought provoking presentation: it was a wonderful combination of strategic thinking and creative showmanship, even over Zoom. We all loved it from start to finish.

- Adam Morgan, Partner, [eatbigfish](#)

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### **Energetic and Bright**

Our event, like so many in 2020, was virtual for the first time. Our opening session was crucial to setting the tone for the event and getting attendees engaged. Rosie & Faris were brilliant as ever—energetic and bright with their dynamic giving a liveliness to already incisive content. It was a perfect open to the event and was by far our most engaged-with and watched session. They were fantastic.

- Steve Kozel, VP, Director of Strategy, [OBP](#)

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### **They Turn Ideas Into Action**

Rosie and Faris are two of the smartest strategists I've met. They turn ideas into action and have a knack for empowering others to do the same. Seize any opportunity you have to steal or borrow from them or even soak up a bit of their brilliant aura.

- David Berkowitz, Founder, [Serial Marketers](#)

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### **Their Spark Has Made Us More Thoughtful And Creative**

Working with Genius Steals helped us not only shape the year ahead, but also see how to use what we already had. Faris and Rosie took the shaggy mess of our ideas and created flexible metaphors that are now guiding project decisions and language choices. Somehow even through Zoom calls, they bring a frisson to the room – and their spark has made us more thoughtful and creative in our work.

- Kristen Taylor, [The Markup](#)

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### **Fun, Engaging And Interesting**

We absolutely loved working with Rosie and Faris for Transform 2020. Their session was one of the top viewed of the day. Not only was the session fun, engaging and interesting, but they were extremely easy to work with. Looking forward to the next collaboration!

- Rachel Hogan, Global Marketing Manager, [Wunderman Thompson](#)

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### **The Energy On Display In The Session Was Electric**

The duo of Rose & Faris, that make up Genius/Steals delivered one of the most eye-opening and captivating talks at Melt 2020. There was a fanatic interplay and exchange between them and the energy on display in the session was electric - and could be felt even virtually.

- Chaitanya Rele, [ZeeMelt](#)

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### **They Managed To Surprise, Inform And Provoke Thought**

During a time when everyone's work and focus is largely lived through a screen, we asked Rosie and Faris to help (through the medium of a screen) inspire and motivate our gaming clients (PR and comms leaders across EMEA) to think about something that takes them out of their day to day. Not an easy task.

Within a 1 hour presentation on attention and ideas, they managed to surprise, inform and provoke thought amongst our audience which led to questions and discussion – exactly the result we were after. Their personality, insights and style was the perfect fit for this session and we're keen to work with them again at the next opportunity.

- Rachel Matovu, [Hill + Knowlton Strategies](#)

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### **The Learnings Were Immediately Actionable**

Rosie, Faris and the entire Genius Steals team are a joy to work with. They facilitated our first virtual training session: Beyond Boring Briefs. They were engaging and fun and made what can sometimes be an odious task, brief writing, interesting with a ton of great insights into how other agencies do it and what they think are the pros and cons of their methods. Our feedback for the session was stellar and the learnings were immediately actionable. A great first post-pandemic session!

- Leah Power, EVP, Strategic Operations Consultant, [Institute of Canadian Agencies \(ICA\)](#)

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### **Insightful And Engaging In Equal Measure**

We've been working with Rosie and Faris for years. And we love it. More importantly, our clients love their inimitable brand of smart thinking which would improve any marketing strategy. Insightful and engaging in equal measure, we've worked together on many thought pieces and webinars over the years and hope to do so for many more in the future.

- Imaad Ahmed, Head of Advisory, EMEA, [WARC](#)

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### **Entertains, Challenges And Educates**

An energetic and unconventional style which would stand out in any programme, Faris entertains, challenges and educates the audience with his innovative take on the advertising landscape.

- Alice Taylor, Marketing Manager, ThinkBox / [The Big TV Festival](#)

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### **They Certainly Make You Rethink The 'How And Why'**

If you ever get the opportunity to be in the presence of Rosie & Faris and listen to them, it is certainly a memorable experience that leaves you questioning a few things! They certainly make you rethink the 'how and why' in your everyday.

- Sonia Sutherland, Program Manager, [Comexposium / AdTech](#)

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### **Energetic, Thought Provoking And Highly Enjoyable**

Faris and Rosie ran a fantastic session for us at Magnetic Stories about the changing nature of attention that was energetic, thought provoking and highly enjoyable. Their perspective was fresh and challenging and perfectly met the brief to offer stimulus and lead a debate on a far reaching and important topic. Thank you! We look forward to doing more hopefully in 2020.

- Sue Todd, CEO, [Magnetic](#)

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### **Truly Awesome**

If you imagine a Venn diagram with three circles representing 'inspiring' and 'interesting' and 'smart', they would be in the little triangle in the middle where all three circles overlap. They're truly awesome.

- [Dave Birss](#), International Keynote Speaker on Creativity and Innovation

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### **Creative Geniuses**

Rosie and Faris are creative geniuses who inspired innovation throughout Learnfest, with practical workshops and an insightful keynote. Their participation throughout the festival brought incredible energy and value to our L&D professional delegates.

- Holly Higham, Impact International / [LearnFest](#)

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### **A Completely New Vision**

All guests appreciated and got benefited from your extravagant and creative view on the subject. Your speech created a completely new vision in the eyes of the public thanks to your worldwide experience. Enriching them with knowledge about the global practices.

We appreciate having a resource person like you participating in the lecture. Your presence and experience gave more meaning to it.

- Board Members, [Bulgarian Association of Communications Agencies](#)

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### **Zany, Wise, Super Insightful, And Wonderfully Approachable**

The bios for Faris and Rosie Yakob introduce the dynamic duo as people who help rebels find the awesome. This statement was proven factually correct at Zee MELT 2019. Zany, wise, super insightful, and wonderfully approachable for everyone from a junior delegate to the industry bigwigs, and us as organisers, Faris and Rosie Yakob embodied the perfect speakers! Both their talks were highlights of the exhaustive 2-day lineup that had more than 40 speakers in all! The fact that they chose to interact respectfully with the delegates, and chat with anyone who approached them showed us that besides their knowledge, they were also fantastic human beings. Kyoorius would love to have them back in the future, if they would want to, of course. :-)

- Rajesh Kejriwal, Founder CEO, [Kyoorius](#)

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### **Fun, Provocative And Interesting**

Rosie and Faris are as awesome as they look like. Their talk is fun, provocative and interesting. Also, they have a good chemistry at the stage! Certainly they made a difference at our Conference. It was a great, great experience.

- Daniele Lazzarotto, Brazil Curitiba and Creative Strategy Conference

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### **Cutting-Edge Insights**

Since 2007, the Digital Age Summit, in Istanbul, has attracted a strong response from the digital marketing and creative communities in the region. This year's event, held at the Uniq Istanbul, attracted over 1,500 visitors in a day, with about 1,300 communications leaders attending our keynote presentations. Faris & Rosie

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Yakob came to our attention due to their global reputation as thought leaders in Advertising and Innovation. Yakobs consistently appear on the lists of the leading thought leaders in Innovative advertising. They provided a 45 minutes seminar about "The Nomad's Guide to Creativity in a Complex World".

Faris and Rosie succeeded in commanding the attention of our audience and receiving an enthusiastic response to their presentation. Their attendance as speakers also generated added interest in our event and provided our attendees with cutting-edge insights. I strongly recommend Faris and Rosie - as they are known - as keynote speakers. They can be counted upon to connect with their audience and deliver a presentation that will provide actionable insights on creativity. Our sincerest thanks to Faris and Rosie who served so graciously as our keynote speakers at this year's Digital Age Summit 2019.

- Sercan Yenipazar | [Kaptial](#)

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### **We Just Couldn't Get Enough**

We just couldn't get enough of this interesting duo who poured their energy into an awesome talk with a stage presence everyone talked about for the rest of the festival. The liveliness they brought is extraordinary! We wish for them to stay youthful, to continue spreading their creative ideas around the world and inspire others as they had us.

- Polona Slmsic, [Slovenian Advertising Festival](#)

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### **Engaging & Relevant**

Rosie & Faris seamlessly stitched our content together, creating an engaging & relevant experience for our audience. They made transitions, recapping on the fly & last minute tweaks feel effortless. They delivered thought leadership with a refreshing & authentic tone.

- Kendall Huckabee, [The Coca Cola Company](#)

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### **Rosie & Faris Absolutely Rocked Our Event**

Rosie & Faris absolutely rocked our event. Bringing new perspectives to a much-discussed topic (Advertising: Art or Science?), their energy kept the audience entertained and were, as expected, awesome! I'd have no doubt about including them in future programming.

- Ged Hawes

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### **Inspiring, Entertaining And Provocative**

We were honored to have Rosie and Faris join us for our Global Summit of independent agencies in London. From our initial conversation to their final presentation, they were magnificent collaborators who were

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committed to delivering a customized experience for our agencies. Inspiring, entertaining and provocative, Genius Steals stole the show with their insightful observations on our industry. Even more importantly, they provided clear, actionable steps our agencies could take to accelerate their businesses.

- John Harris, President & CEO, [Worldwide Partners](#)

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### **Infectious Energy**

For this year's 4A's StratFest conference on the future of planning, no one could have kicked us off better than the dynamic duo of Rosie and Faris! Infectious energy, mind opening, new ideas with tangible, practical application and examples - oh, and highly entertaining to boot. To follow it up, their Beyond Boring Briefs workshop was the highest rated workshop at this year's Festival, giving our audience inspiration they can use the minute they get back to their desks. Can't wait to collaborate again with Genius/Steals!

- Mollie Rosen, Executive Vice President - Member Engagement & Development - [4As](#)

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### **We Look Forward To Working With Them Every Year!**

"I wish all webinars flowed like this." –Happy attendee of a recent WARC x Genius Steals webinar, The Rebirth of Comms. Faris and Rosie are longtime friends of WARC. They get our product and they get our audience. Our annual webinar with Genius Steals not only draws 1,200+ registrants every time but the recordings are also among the most watched. We look forward to working with them every year!

- Margaret Lee, [WARC](#)

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### **Brilliantly Insightful**

Not only did we learn a lot from Rosie & Faris' brilliantly insightful presentation 'Beyond Boring Briefs' but critically, it forced us to snap out of our habitual ways of thinking that too often industry talks only reinforce. Looking forward to collaborating with them again!

- Sarah Walsh, [Publicis](#)

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### **Open-Minded Way Of Thinking**

The first impression that stayed with us all the while Rosie and Faris were here was that they were different. They selflessly shared their open-minded way of thinking with anyone who would express the desire to learn more about them and the way they work and think. Extremely professional, committed to the task at hand, and above all charismatic. They devoted considerable time to understanding our needs, and their joint appearance demonstrated why they are considered to be special marketers. The Q&A session really put a spotlight on their unique professional and personal experience they gained by working with diverse clients, agencies around the

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world. The insights they provided concerning the future of the agencies, the skills that today's practitioners need, and the practical implications of communication planning and strategic management have been very useful to the audience. They have a mesmerising appeal, and their openness to meeting new people and cultures – which essentially means new knowledge – truly wins people over.

- **Milica Marković • Corporate Communications Manager, [Direct Media Academy](#)**

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### **Superb**

Dear Rosie...

Your session was superb and interesting. The way you explained the importance of Women in Advertising was exemplary. It is speakers like you who impart excellence to this event and make it a success. We are glad you accepted our invitation and graced the Goafest 2018 with your presence..

- **Snehal Vichare, [GoaFest 2018](#)**

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### **Contagious, Positive Energy Level**

When a client asked me whether I knew any interesting speakers for an event they were organizing, Faris was one the first people I offered up. Over the years Faris has built up a reputation of being one the most thoughtful thinkers in our industry. He brings fresh perspectives on where our industry is headed, and how we can do better, not only in our working lives but also in general, as people. Working with him and his wife Rosie will be rewarding, not only because of what you'll have learned; you will have a hard time finding people with a more contagious, positive energy level.

- **Wiemer Snijders, [The Commercial Works](#)**

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### **Energy Lit Up The Room At The End Of A Day**

Enthusiastic, bold and entertaining. That is exactly how we would describe Faris' talk at Conversion Day 2017. The fact that his speech was near the end of the day, didn't seem to bother anyone. His energy lit up the room at the end of a day full filled with keynotes. Great Job.

- **Angelo Verroeye | [Bloovi](#)**

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### **Provided Our Attendees With Cutting-Edge Insights**

Since 2013, the Brand Week Istanbul, in Istanbul, has attracted a strong response from the marketing and brand communities in the region. This year's event, held at the Lutfi Kırdar, attracted over 14,000 visitors in five days, with about 1,500 communications leaders attending our keynote presentations.

Faris Yakob came to our attention due to his global reputation as a strategist in advertising and marketing. A marketing strategist and principal, Faris consistently appears on lists of the leading creative minds in Marketing and advertising world, a unique combination of expertise critical to the future of marketing world.

Providing a keynote on "Attention: The Most Valuable Resource in the World", Faris, a strategist himself, succeeded in commanding the attention of our audience and receiving an enthusiastic response to his presentation. His attendance as a speaker also generated added interest in our event and provided our attendees with cutting-edge insights.

I strongly recommend Faris - as he is well known - as a keynote speaker. He can be counted upon to connect with his audience and deliver a presentation that will provide actionable insights on marketing and creativity.

- Sercan Yenipazar | [Kaptial](#)

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### **We Had Really High Expectations From The Outset – And They Were More Than Met**

We needed to reposition and rebrand our agency – essentially we were looking for a cutting edge, disruptive, fuck off call to arms that we could rally the business around and blow clients minds. And working with Genius Steals, we got one, and not only that, they kept the core team engaged and motivated all along the way. It was very clear early on that Faris and Roise ‘got’ us and spoke our language which combined with their undoubted brains, meant they were respected and the team quickly bought in to their methods and output. They also worked very collaboratively with the design agency that we brought in for the executional phase – no land-grabs or ego battle on either side; a textbook example of a ‘team of all the talents’ in action. We had really high expectations from the outset – and they were more than met.

- Jem Fawcus, Founder & CEO, [Firefish](#)

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### **Their Level Of Thinking Exceeded Our Expectations**

Genius Steals helped us construct an engaging platform for our InterContinental Leadership Summit, lead us in a fun and meaningful team building activity, delivered inspiring brand experience and leadership keynotes and facilitated a differentiation workshop that will impact the future of our brand. But most importantly, their level of thinking exceeded our expectations and inspired us to think about the brand experience in a more innovative and holistic way. They raised the bar for a group of very passionate and experienced General Managers and branders, which is no easy feat. We are eager to work with them again when the opportunity arises.

- Senior Brand Manager, [InterContinental](#)

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### **Inspired Us To Take Action**

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You guys rock! You lifted us to think bigger. You inspired us to take action. And you infused us with fun and funny – you guys are so special.  
Thank you so much for your partnership over the past few weeks. You have both been fabulous to work with.

- Group Director, Digital Platforms & Innovation, [Coca-Cola](#)

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### **They Will Have A Lasting Impact On You And Your Team**

May these lines help you to do the right move: doing whatever it takes to work with Faris & Rosie. Because they'll just do the same.

So what can you expect?

- They will embrace the full project, providing insights & inputs to help you and your clients, make the most of it;
- They will take time to research and understand you and your team so they'll start from where you are;
- They will provide custom decks, presentation and advices - not a generic workshop;
- They will elevate your work, your thinking and push you to develop that fragile idea further. - As for logistics, they will be easy to reach.
- But most of all, they will have a lasting impact on you and your team, and in a few minutes they will become a part of your team.
- Last but not least: Both of them are nice (and awesome).

So is it worth it? Yes. When should you hire them? Now.

- Olivier Rondet, Head of Digital, [Oxygen PR](#), France

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### **They Were Engaging, Funny, And Intelligent**

I work with a variety of facilitators for my clients. I've never had the pleasure of working with a facilitation team that truly becomes a part of the team and the meeting until I worked with Rosie & Faris, Genius Steals. Generally, a facilitator or key note speaker takes a high level view of the agenda and plugs a generic keynote about leadership, teamwork into the week. It might be slightly tweaked for the meeting's theme or audience. Not Genius Steals. Rosie & Faris embraced the entire planning process. Rosie and Faris took the time to research and understand my corporate client, the specific goals for the meeting, and the audience. They created bespoke presentations, workshops, and theme- ing that directly addressed the key take-aways my client needed to convey at the meeting. On stage, the audience was rapt. They were engaging, funny, and intelligent. They even took time to mingle with the attendees throughout the meeting to understand the audience perspective on the topics addressed by the client and by extension, themselves. From a logistics perspective and operations perspective, they were a dream. Easy to reach, easy to organize, easy listeners. Rosie & Faris readily became a part of our team. I knew they were the right fit for my client's need, but I didn't anticipate the extraordinary feedback we received from everyone at the event. They were the toast of the event – literally.

- Megan Heisel, [Meeting Advice](#), VP Event Planner

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### **A Force - Of Creativity, Ideas, Positivity, And Connectivity**

Rosie is a force - of creativity, ideas, positivity, and connectivity. She always offers new ways of looking at the world, and she's so much damn fun to collaborate with. Whether in the same room or across continents, I look forward to the next chance I'll have to work with her. If you have the chance to engage with her, seize it now.

- David Berkowitz, CMO, [MRY](#)

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### **An Amazing Powerhouse Asset To Any Team**

If you've worked with Faris, then you know the energy he generates when he leads a room. I've always been in awe of how nimbly his brain works when connecting case studies, insights from pop culture, emerging technologies, and classic philosophy to come up with smart solutions to complex client problems. On paper, Faris is an amazing powerhouse asset to any team. In person, Faris is also one of the most thoughtful and inspiring leaders I have ever had the privilege to work with.

- Matt Sudol, Head of Marketing - Global CSR, Tata Consultancy

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### **Skip The Pens And Hire Genius Steals...It'll Be Your Smartest Investment**

Faris' dynamic energy lifted the room, his talk electrified the audience and had a usually jaded media audience nodding their heads and questioning their status quo work styles. Working with Genius Steals was a dream; they were timely and efficient, no small feat while working remotely. We couldn't have been more pleased; having a conference skip the pens and hire Genius Steals...it'll be your smartest investment.

- Misha Lobo, Marketing Manager, [Microsoft](#)

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### **Working With Genius Steals Feels Like A Partnership To Help Move The Industry Forward**

It was a pleasure working with Faris and Rosie at Genius Steals to produce a highly successful seminar targeting WARC's clients and prospective clients. The presentation on the present future of strategy was highly engaging and thought provoking which resulted in happy clients, a lot of buzz on social media, and, most importantly, new business. Working with Genius Steals feels like a partnership to help move the industry forward and we couldn't ask for anything more than that.

- [WARC](#) Marketing Manager

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### **A Catalyst For Innovation**

Every agency needs a change agent, a catalyst for innovation, and ideas person. Every company also needs a leader, a consensus-builder, and someone who takes action. Rosie does both well, with agility, and with a lot of

enthusiasm and cheer. Rosie is generous, with her time, her advice, her curiosity. She is also madly fun to work with. This was not a paid endorsement.

- **Becky Wang, Principal, [Sunday Dinner](#)**

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### **Personal Experience Meets Stunning Contextual Relevance**

As a presenter, a collaborator, a font of knowledge and searing insight, a hopeful insider, a friend to the industry we serve and an architect of the industry we all hope to have, Faris is unequalled. One of the best speakers I have ever seen, he leaves nothing on the table. His presentations are fun, honest, and deeply motivating. Personal experience meets stunning contextual relevance, we can all see ourselves in the clutter he so brilliantly de-constructs. There is not an audience in the world, who cares about culture and Technologies impact on it, who would look away and more importantly, walk away without a clear sense of the trajectory of what we do, and how we do it.

- **Mike Kasporow, VP ECD & Founder, [Trapeze Media](#)**

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### **A Great Asset To Any Organization**

Rosie's a true star and force to be reckoned with. The landscape for social media and marketing more broadly is shifting so fast that very few can keep up with it - but Rosie's always one step ahead. Connected, conscious, challenging and creative, Rosie really pushes herself, her peers and her clients within the industry to deliver more and make great creative ideas work hard. A legend in the industry already, personable, fun and with an energy that sets her apart Rosie is a great asset to any organization.

- **Greg James, EVP, Managing Director, Strategy, Content & Social Solutions, [Havas Media](#)**

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