

STORYTELLER • CREATOR



Eric S. Thomas

**HIGH-ENERGY, KEYNOTE SPEAKER
AND FACILITATOR.**



STORYTELLING.
INCLUSION.
ENTREPRENEURSHIP.

WHO IS ERIC?

Witty, insightful, and deeply practical.

Eric Thomas is a Brand Strategist and Senior Partner at Detroit-based Saga. During his nearly decade long career he has worked with hundreds of businesses and organizations to help them develop their brands and find their voice through Branding and Storytelling.

While seeking broader opportunities to help businesses understand storytelling, his blog on LinkedIn has experienced tremendous success. In under a year his writing has been viewed over 2.1 million times and been republished across the globe; his most viewed article to date, "How to make Millennials hate you, The Pepsi Way" dissected the controversial commercial fueling conversation around conscious marketing. His famed, "Why I Hate Detroit article" sparked heavy discus-

sion around the world on Detroit's economic realities. A 2018 follow up in the Financial Times, also penned by Thomas, speaks to economic development, growth, and the realities of gentrification in a changing economic landscape.

The growth of Saga has turned a new page in his entrepreneurial success. The entrepreneur has added a new chapter to his brand, serving as a storytelling expert, speaking at nationally recognized conferences including IDSA Design Conference and TEDxDetroit as well as a host of Detroit events and workshops. His work has also earned him numerous awards such as Crain's Detroit Business "twenty in their 20s." (2016), Michigan Chronicle's 40 in their 40s (2017) and The Spirit of Detroit award (2017).

SOCIAL MEDIA SNAPSHOT

in 13.4K
linkedin followers

f 5K
facebook friends

2.2M BLOG
READERS

BE MORE HUMAN SOCIAL MEDIA PRESENTATION -
DETROIT REGIONAL CHAMBER

SAGA
Senior Partner

AWARDS

Crain's Twenty in their 20's

Michigan Chronicle Forty Under 40

Spirit of Detroit Award

Karen Dumas Award

200
ATTENDEES



“

PASSION DRIVES
DISCUSSION. IT CREATES
POSSIBILITY.

est. 1987

”

TOPICS

STORYTELLING

BRANDING

DESIGN

MARKETING

INCLUSION

ENTREPRENEURSHIP



SPEAKING



WRITING



CONSULTING

“THE GREATS
SEEK SOLUTIONS
OVER OBSTACLES.”

AUDIENCE

Entrepreneurs

Executives

Sales Teams

Youth / Schools

Creatives





SO SOCIAL REACH



14,600+
FOLLOWERS

43
ARTICLES

OVER
3,000,000
READS

250,000
AVERAGE IMPRESSIONS
PER MONTH



5,000
FRIENDS

EXTREME ACTIVE ENGAGEMENT



2,650
FOLLOWERS

How Bad Design
Wrecked Steve
Harvey's "Universe".

1,549,422 VIEWS

How to make
Millennials hate you,
The Pepsi Way.

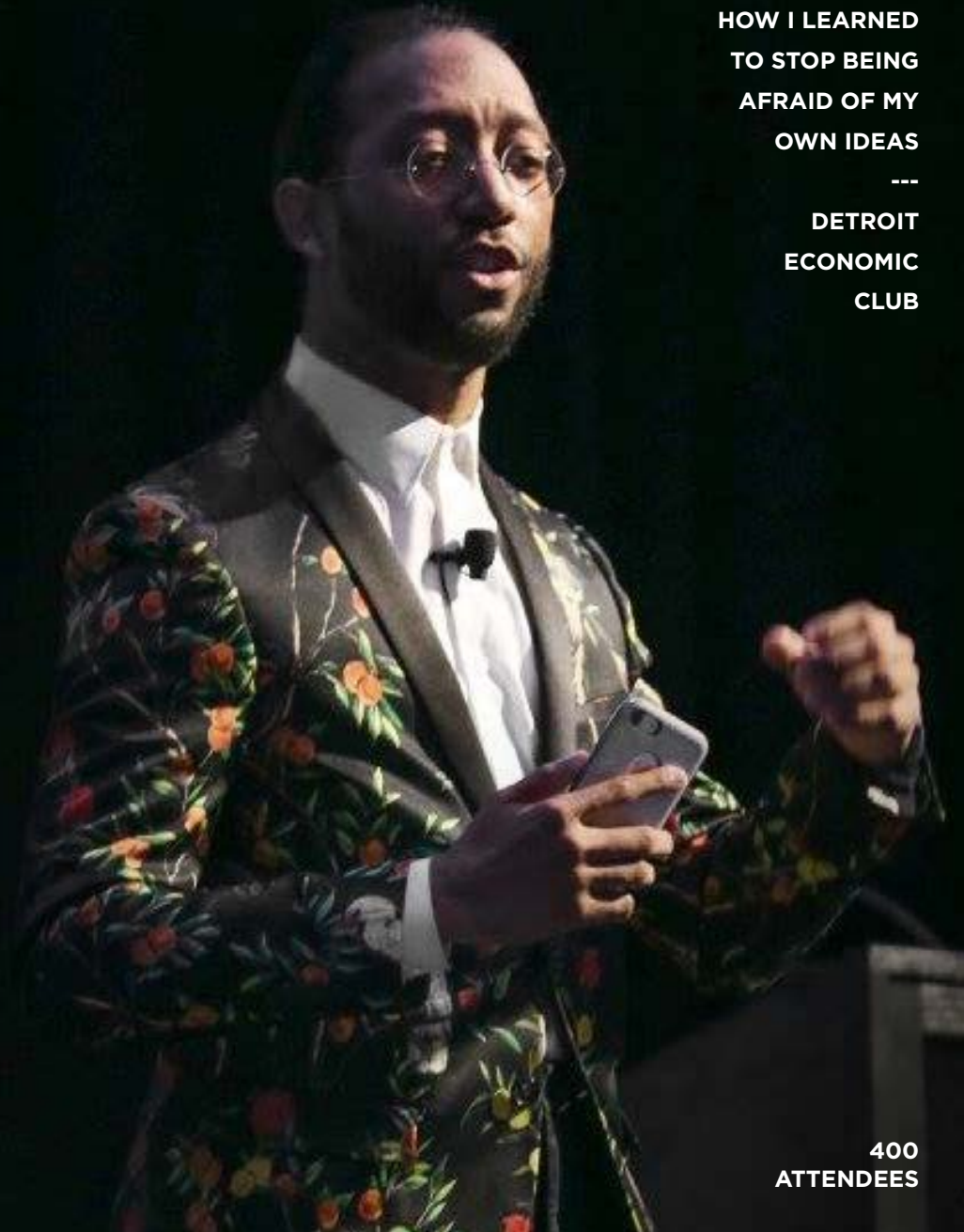
590,608 VIEWS

Why I hate Detroit.

140,423 VIEWS

HOW I LEARNED
TO STOP BEING
AFRAID OF MY
OWN IDEAS

DETROIT
ECONOMIC
CLUB



400
ATTENDEES



CONTACT ME



[www.linkedin.com/in/
ericstthomas](https://www.linkedin.com/in/ericstthomas)



[www.facebook.com/
EricThomasME](https://www.facebook.com/EricThomasME)



[www.instagram.com/
ericstephonthomas](https://www.instagram.com/ericstephonthomas)

FOR BOOKING

book@ericstthomas.com

(313) 320-9300

“ Every time we host Eric Thomas, he fills Bamboo. Our entrepreneurs and creatives leave his workshops feeling inspired and having a real strategy to improve their storytelling and branding. I recommend him highly to anyone interested in this area of marketing.

**Amanda Lewan, Bamboo
Detroit**

“ After yesterday I feel like I need an @Eric_S_Thomas uplifting video everyday...that energy is 'fire' #DMBC17

Eric Hultgren



“ Very inspirational and planted in today's reality. Open, honest, raw with a twist of heart-tugging comic relief.

Lysa Bradford

“ “Very high energy, funny, and engaging to audiences with examples that we understand and relate.

Digital Summit Attendee

STORYTELLER • CREATOR

Eric S. Thomas