

## BEN JEFFRIES



### Founder and CEO of Influencer

Ben Jeffries is founder and CEO of Influencer, one of the UK's leading influencer marketing companies. His new web platform allows brands to collaborate with social media content creators.

At 15, Influencer founder and CEO Ben Jeffries had already set up his first business called Breeze, it was a clothing company of modest success born off the back of a slang phrase him and his friends used to throw around. It was a small-time business, but it provided the spark of inspiration that led Ben to drop out of Bath University and build Influencer.

Ben has led Influencer to become an industry-leading business in marketing's hottest sector, raising their first round of investment on Crowdcube in under 24 hours. Ben has since partnered up with Youtube sensation Caspar Lee, as a co-founder and appointed him CMO whilst leading his team to close a further investment round for Influencer which has been profitable from day one with six-figure revenues and lays claim to an impressive roster of clients including Uber, Alibaba and Primark.

In 2017, Ben Jeffries was labelled as one of the young entrepreneurs to watch by Alphr, CMI and Startups.co.uk. Ben has been nominated for numerous awards by global companies such as the Natwest Great British Entrepreneur Awards. He was shortlisted for the Virgin Media Business "VOOM 2016" competition and became the winner of Young Start Up Talent 2016, where he secured £50,000 worth of prizes. Ben has recently been named as Media Week's Rising Star: Media Owner at the 2018 Media Week Awards, as well as BMW i's Tech Founder of the Year at the BMW i UK Tech Founder Awards.

More recently, Ben was invited to be keynote speaker at the UK's largest Business Show, as well as speaking at Accenture, Social Day and AffiliateFEST, to name a few.

#### Topics (Selection):

- Entrepreneurship
- Digital/Influencer Marketing
- Millennials
- Social Media