

Jay Baer Biography

Jay Baer is a business growth and customer experience expert, advisor, researcher, author, and analyst.

He has spent 30 years helping more than 700 of the world's most iconic brands, including Nike, Oracle, Salesforce, Bentley, and The United Nations, gain and keep more customers.

A 7th-generation entrepreneur, Jay has written seven best-selling books on marketing and customer experience, and founded five multimillion-dollar companies.

Jay is an inductee into the professional speaking hall of fame, and travels globally teaching business growth principles to in-person audiences.

This year, Jay was voted the #1 Global Guru for marketing, and the #2 Global Guru for customer experience.

Also the creator of multiple award-winning podcasts, Jay currently hosts The Spirit Guides show, about the entrepreneurial journey of the world's top content creators.

A lover of plaid suits and a hater of red tape, Jay is also the world's #2 tequila influencer, publishing 25 videos per month on Instagram, TikTok, and beyond.