

JOSEPH LIU BIO

Joseph Liu is dedicated to helping professionals bravely relaunch their careers by more effectively marketing their personal brands. Having gone through three major career changes himself, he believes making the effort to do meaningful work is worth it.

As a keynote speaker, career consultant, podcast host, and certified coach, Joseph helps professionals define and market their personal brands more effectively during times of career transition, applying branding and marketing principles from his 10 years of international brand management experiences at companies in the US & UK including Clorox, Gü Puds, and General Mills.



Joseph has been a featured speaker at Microsoft, PayPal, IBM Consulting, Red Bull, VMware, LEK Consulting, Chatham House, [TEDx](#), The Guardian, Management Today, MarketingWeek Live, General Assembly, London Business School, and Kellogg School of Management. He's also been featured in [Forbes](#), Fast Company, Glassdoor, Huffpost, Lifehacker, Monster, Motley Fool, Career Builder, The Muse, Real Simple, BALANCE, Fox Business, Ladders, SUCCESS, Slate, and Marketing Week.

He hosts the [Career Relaunch®](#) podcast, featuring inspiring stories of career change. The podcast has ranked as a top 10 career podcast in the US & UK with listeners in 169 countries, and has featured as a top business podcast for entrepreneurs in [Forbes](#), the "best podcast for transitioning to a new career" in [Glassdoor](#), and a top podcast to "help you find a job" in [Business Insider](#).

He received his Associate Certified Coach (ACC) credential from the International Coach Federation, MBA from the University of Michigan Ross School of Business, and Bachelors of Arts in Psychology from Northwestern University.

Learn more about Joseph at [josephliu.co](#). While you're there, check out his [latest press coverage](#), [TEDx Talk](#) with 150K+ views, and [professional story](#). Follow him on [LinkedIn](#), [Twitter](#), [Facebook](#), [YouTube](#), and [Instagram](#).

JOSEPH'S SPEAKING ENGAGEMENTS

CONFERENCES	BUSINESS SCHOOLS	ORGANISATIONS
TEDx Management Today	Kellogg School of Management	Microsoft
CAMPUS LONDON	HARVARD UNIVERSITY	IBM Red Bull
GMAC GRADUATE MANAGEMENT ADMISSION COUNCIL	LSE THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE	vmware
MarketingWeek	UNIVERSITY OF OXFORD Said Business School	PayPal The Guardian
CommuniGator	KING'S COLLEGE LONDON	CHATHAM HOUSE
The Marketing Academy UK	UCDAVIS GRADUATE SCHOOL of MANAGEMENT	GENERAL ASSEMBLY
INSPIRING WOMEN IN BUSINESS CONFERENCE	Imperial College Business School	LEK CANCER RESEARCH UK
	ESSEC BUSINESS SCHOOL	
	IESE Business School University of Navarra	
	MANCHESTER 1824 The University of Manchester Alliance Manchester Business School	
	esade	
	skema BUSINESS SCHOOL	
	HEC PARIS	
	SDA Bocconi SCHOOL OF MANAGEMENT	
	UCL SCHOOL OF MANAGEMENT	
	NOVA NOVA SCHOOL OF BUSINESS & ECONOMICS	

JOSEPH'S PRESS APPEARANCES

The Guardian **Forbes** **FAST COMPANY** **glassdoor** **SLATE**

BALANCE **REALSIMPLE** **HUFFPOST** **Upwork**

Management Today **MarketingWeek** **CITY A.M.** **BUSINESS INSIDER**

MONSTER **FOX BUSINESS** **The Grocer** **The Motley Fool** **lifehacker** **STYLIST**

themuse **square mile** **LADDERS** **yahoo! finance** **THE INSTITUTE OF LEADERSHIP & MANAGEMENT**

SUCCESS **The Drum** **Recruiter.com** **CareerBuilder** **CGTN**

