

BIOGRAPHY

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 absolutely 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 including Clorox, Gü Puds, and General Mills.



Joseph has been a featured speaker at [TEDx](#), The Guardian, MarketingWeek Live, Google Campus London, General Assembly, London Business School, Cambridge Business School, and Oxford Business School. He's also been featured in [Forbes](#), Fast Company, Glassdoor, Huffpost, Monster, Career Builder, and Marketing Week.

He's the host of the [Career Relaunch](#) podcast, featuring inspiring stories of career change. The podcast has ranked as a top 30 career podcast in the US & UK with listeners in over 135 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 and follow him on [LinkedIn](#), [Twitter](#), [Facebook](#), [YouTube](#), and [Instagram](#). View his [latest press articles & appearances](#).

