

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 absolutely worth it.

As a keynote speaker, career consultant, podcast host, and writer, Joseph has hosted 600+ workshops for over 100,000 professionals since 2013, helping them relaunch their personal brands during career transitions, applying branding and marketing principles from his 10 years of international brand management work at companies in the US & UK including Clorox, Gü Puds, and General Mills.

Joseph has been invited to speak at Microsoft, Red Bull, IBM Consulting, Paypal, AON, The World Bank, VMware, the NHS, Chatham House, [TEDx](#), The Guardian, Management Today, MarketingWeek Live, General Assembly. Each year, he delivers ~100 workshops, webinars, and keynotes on personal branding, networking, and career transition workshops [workshops](#) for 60+ programs at leading business schools including Kellogg School of Management, London Business School, Oxford HEC Paris Business School, IESE Business School, and Bocconi School of Management. See [all clients](#).

He's also been featured in [Forbes](#), U.S. News & World Report, Newsweek, [Fast Company](#), Glassdoor, Lifehacker, Monster, Motley Fool, Career Builder, The Muse, Real Simple, BALANCE, Fox Business, Ladders, SUCCESS, Slate, and Marketing Week. View [recent press coverage](#).

Since 2016, he's interviewed over 100 guests from around the world on his [Career Relaunch](#)[®] podcast, featuring inspiring stories of career change. Ranked as a top 20 career podcast in the US, UK, Canada, Australia, and Singapore with listeners in 170 countries, the show 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 [press coverage](#), [TEDx Talk](#) with 200K views, and [professional story](#). Follow him on [LinkedIn](#), [Medium](#), [Substack](#), [Facebook](#), [YouTube](#), and [Instagram](#).

SPEAKING ENGAGEMENTS

CONFERENCES	BUSINESS & GRADUATE SCHOOLS	ORGANISATIONS
 Management Today MarketingWeek 	 	

PRESS APPEARANCES

The Guardian **Forbes** **FAST COMPANY** **'GLASSDOOR'** **SLATE**

Newsweek **MONSTER** **yahoo! finance** **BUSINESS INSIDER** **U.S. News**

Management Today **MarketingWeek** **CITY A.M.** **Nasdaq**

REALSIMPLE **The Grocer** **FT FINANCIAL TIMES** **The Motley Fool** **LIFEHACKER** **STYLIST**

the muse **squaremile** **BALANCE** **LADDERS** **FOX BUSINESS** **LinkedIn News**

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

