

BIO: MIKE WAGNER



Mike Wagner

As founder and president of [White Rabbit Group](#), Mike Wagner has focused his energies on creating a model of branding every business leader can grasp and apply to their organization: Brand Ownership.

Mike's understanding of creative and competitive business cultures was formed at Franklin Covey and Saturn where he witnessed how brand critical standards resulted in exceptionally successful marketing and sales processes.

In the early days of Internet marketing, Mike was instrumental in leading a web development company into Inc. Magazine's 500 fastest growing companies. Helping clients make sense of e-business when others could not, his insight as an Internet business strategist won over clients that included Wells Fargo, Principal Financial Group, AOL Time Warner publishing, and more.

Mike speaks, trains, and coaches clients across the nation. His messages and workshops help business leaders re-imagine their brands and creatively practice enterprise-wide brand ownership. He is the author of the professional business blog, [Own Your Brand](#).

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