



Philippe Cesson Bio

Philippe is an iconoclast who defies classification. He has loved and lost more than most, left the comfortable surroundings of his native French Riviera to seek his fortune overseas, and become an American citizen along the way. A living example of putting the French back into *entrepreneur*, Philippe celebrated his fifth mid-life crisis, having enthusiastically just reached mid-life, by opening the first office of CESSON 3.0 in Latin America.

Strongly opinionated, he is bringing the good fight of technological, generational and social media change to businesses way too comfortable using 20th century practices in a fast-changing world. A recovering DJ, Philippe is still fond of after-parties, forever wondering if there really are any other kinds, while happily enjoying his three beautiful kids.

After tolerating more than ten years of corporate life in companies such as Pinkerton, Vistage and DirecTV, Philippe decided to create CESSON 3.0, feebly trying to convince people the agency name and his own last name are pure coincidence. He also sat on the alumni board of the University of Dallas, where he received his MBA, and served as president of the San Diego French American Chamber of Commerce.

As a professional speaker, he has already keynoted over 400 conferences and events from Seattle to San Diego, Puerto Vallarta to Philadelphia, Montreal to Miami and anywhere in between, both offline and online, for companies and organizations like Canadian Council of Independent Labs, Minnesota Shopping Center Association, University of California San Diego, Control Systems Integrators Association, Ministry of the Environment (Ontario, Canada Government), Salem Radio Media New York, NYC French-American Chamber of Commerce and the Association for Manufacturing Technology.

True to his nature, Philippe always incorporates humor with his charming accent and business acumen to perennially make him a memorable, highly rated and sought after speaker, as recognized by his membership to the exclusive "200 club" of top Vistage speakers.

As president of CESSON 3.0, a California marketing & training agency with offices in San Diego, New York City and Mexico City, Philippe leads a team of professionals dedicated to the alchemy of business, life & technology. Every week, the good folks of CESSON 3.0 generate over 500 posts in two languages for its clients in North and Latin America. CESSON 3.0 has also trained more than 3,000 CEOs and executives to embrace the opportunities created by technology, social media and the new generation. Philippe himself is eagerly looking forward to a faster, better-connected world, while sporadically disconnecting days at a time to explore remote areas on his motorcycle in the American Southwest and Baja California.