



## BIO

Jake Melton founded The JB Melton Group, LLC, a strategic branding, marketing, and leadership coaching and consulting firm. Jake is an internationally recognized speaker who has spoken alongside people like Jesse Itzler, Ed Mylett, Evan Carmichael, and Steve Seibold. He is a Forbes featured coach and a respected branding, minimalism, and change expert. He is the author of the book *Minimalize to Maximize Your Happiness: Cut the Crap* and has been recognized for his #CutTheCrap framework and minimalist approach to branding, marketing, communications, leadership, culture, and other organizational development initiatives.

Jake helps people rid the things in their lives and businesses that don't contribute to their happiness or forward progression. He helps businesses eliminate the unnecessary so that they can experience added growth, increased sales, more direct messaging, boosted brands, and happier cultures. He helps leaders and organizations streamline their processes, increase productivity, address and manage change, resolve conflict, develop their leadership skills, and utilize powerful strategies to make an impact in their homes, workplaces, and communities by applying his #CutTheCrap framework.

He has worked on multi-million dollar projects as a lead consultant, editor in chief, and marketer in the healthcare, real estate, network marketing, and digital marketing industries, bringing in hundreds of millions of dollars in sales. He is recognized worldwide as a LinkedIn influencer and had over 1.5 million views and grow a 30,000 person following in under 6 months. He's a passionate life-long teacher, guide, and the go-to expert when it comes to minimalism, branding, and personal and organizational change and transformation.

Jake currently advocates and stands as a representative for the Tourette Association of America and stands on the board, as well as a spokesperson for the Dare to Care for the Homeless. He is the owner of mademinimalist.com and an elected humanitarian for the Global Goodwill Ambassadors (GGA). He currently participates as a committee chairman for the Boy Scouts of America. He is also a member of the National Speakers Association, the Association of Change Management Professionals, the Society of Industrial and Organizational Psychology, and the National Society of Leadership and Success.

Jake earned a Bachelor's degree from the University of Utah in Strategic Communications and a Master's degree from William James College in Organizational Psychology. While Jake does love speaking, guiding leaders and organizations, and inspiring people to transform and simplify

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SPEAKING, COACHING, AND ORGANIZATIONAL CONSULTING

their lives and businesses, he loves his wife and two beautiful children more. They live in Dallas, Texas.

For more info, check out [www.jakebmelton.com](http://www.jakebmelton.com)

