



Timothy Armoo

Founder of Fanbytes & Social Media Marketing Expert

"The Gen Z Sensei"

Timothy Armoo was the founding CEO of the ground-breaking influencer marketing agency Fanbytes and built it to a 75-person business helping brands like Nike, Deliveroo, Samsung and even the UK Government engage with Gen Z through influencer marketing. In 2022, Timo sold it to global marketing company Brainlabs in an 8-figure deal becoming one of the most accomplished entrepreneurs in the UK.

TOPICS:

- The Power of Influencer Marketing
- Harnessing the Potential of Gen Z
- Building a Brand in the Digital Age
- The Future of Social Media Marketing
- Creating Viral Content
- Data-Driven Marketing Strategies
- Entrepreneurship and Startups
- Diversity and Inclusion in Marketing
- Navigating the Digital Transformation
- The Role of Technology in Modern Marketing

LANGUAGES:

He presents in English.

IN DETAIL:

From a young age Timo has been heavily influenced by business and technology, starting his first company, Alpha Tutoring at 14 and his second EntrepreneurXpress at 17 which he sold 11 months later to Horizon Media. "Timo" has been preaching the gospel of Gen Z marketing, and winning awards, including the Huffington Post Entrepreneur of the Year and most "Influential person in advertising" from the Evening Standard.

WHAT HE OFFERS YOU:

Timo has become a thought leader in understanding the Gen Z mindset, how companies can create a multi-generational workforce and the rise of new media. As a highly sought-after speaker, Timo has spoken on global stages from New York to Dubai and Beijing on how brands and corporations can tap into the most influential generation we've seen.

HOW HE PRESENTS:

Timo is a passionate and engaging speaker who is a popular choice at a variety of events around the globe.