

# Joshua Rozario

Entrepreneur | Growth Hack Marketer | Personal Brand Strategist | Speaker

## Overview

I'm Joshua Rozario and I live in San Jose, California, USA. I've been an Entrepreneur, Growth Hack Marketer & Challenger Brand Strategist (Startups & Leadership) for the last 10+ years, however, I've always had the heart to see the underdogs (under-resourced) win against the big boys. And as part of that mission I work with Coaches, Consultants, Experts, Startups, Small Business Owners and Thought Leaders in helping them leverage their YOU uniqueness™ to 'Win with Customers' and 'Win Against the Competition' through what I call – 'Challenger Branding' & 'Actionable Frameworks'.

## Entrepreneur

Entrepreneurship for me is not just about the end but it's more about the journey. Have I failed with any of my Entrepreneurial Ideas? Oh, Yes! Loads of them, however, the journey has been both adventurous and fulfilling. Other than [The Joshua Rozario Company](#) (a boutique Growth Hack Marketing & Brand Consulting firm), I have had the opportunity to Found/Co-Found these small businesses:

- [Creatives That Work](#) (a boutique Brand Consulting & Digital Marketing Agency)
- [CareerNotch](#) (an Online Profile Building Platform for Tech. Engineers – WIP)

## Growth Hack Marketer & Personal Brand Strategist

Having consulted for over 100+ Brands (Garage Startups to Thought Leaders to Fortune 500 Co's) across the US, India, Middle East, Africa & South Korea, I've developed a holistic perspective to understand that at the 'Heart of Accelerated Growth' lies a Challenger Brand! A Brand that has a Differentiated Insight at its core. As a keen student of Marketing, Branding & Human Behavior, my expertise lies in taking up complex concepts and strategies and breaking them down to simple, innovative and actionable frameworks, thus helping my clients drive

immediate action and accelerate their growth. I believe the Underdogs (under resourced) win against the competition by being Different and not by being 'Better'

*Helping Coaches, Consultants & Experts Leverage their YOUniqueness™ & Accelerate their Business Growth through Growth Hacks & Actionable Frameworks. All this without the overwhelm of Internet Marketing, Technology & Big Budgets!*

## **Speaking**

Most of my Keynote Speaking is around Startups, Leadership Branding & Challenger Brands & Growth Hack Marketing. I engage, motivate and inspire my audiences with my unique blend of wit, storytelling, and humor. Other than speaking & teaching at various leading business schools and technology institutes, I also am a Startup Mentor at [The Founder Institute \(USA\)](#) the world's largest entrepreneur training & startup launch program.

## **Education & Training**

I am a proud Business Administration alumnus of the prestigious Madras Christian College, Chennai (India) and also a Certified Practitioner of Neuro-Linguistic Programming (NLP) & PRISM Brain Mapping.

*My Personal Mission: To Live, To Love, To Learn, To, Lead, To Laugh and To Leave a Legacy Behind by Helping the Underdogs (Under-resourced) Win against the Big Boys!*

## **Hobbies & Interest**

As much as I love what I do at work, I also love playing the guitar, reading, watching movies, traveling and enjoying the experience of different cuisines, cultures, and lifestyle.