

# **BRAD BORKAN**

## ***Winning against the odds***

**Brad is a passionate speaker with the interest and experience to show how people and businesses can make better decisions.**

**His presentations focus on leadership, teamwork and winning against the odds – often when the odds are stacked impossibly high against success.**

**Clients include Credit Suisse, the Scott Polar Research Institute at the University of Cambridge and the Royal Society of Chemistry.**

Brad Borkan's interest in polar history started at the age of 8 when he picked up a book about the Antarctic at his local Public Library. From there, he has continued a lifelong interest in how people – and businesses - survive, and thrive, in almost impossible situations.

Brad has a graduate degree in Decision Sciences from the University of Pennsylvania and a strong multi-national business background, enabling him to relate his talks to the modern business needs of leadership, teamwork, goal attainment and effective decision making. Brad is currently with SAP, as part of their Strategic Partner Marketing team. He manages key partnerships like Amazon Web Services (AWS). Prior to SAP, he worked at global software companies including Siebel Systems and Oracle, helping their Fortune 500 clients to improve their decision processes.

Brad has spoken at a wide range of companies and at specialist Antarctic conferences in Norway, Ireland and the UK. Further he has enjoyed appearances on American cable TV and internet radio and was recently invited to present to 500 top employees of a Fortune 100 company.

Originally from the US, but based in London, Brad was honoured to be made a Fellow of the Royal Geographic Society.

**His detailed knowledge and unprecedented levels of research have led to Brad being approached by writers and producers in the TV and Film industries to advise them on a range of future projects.**

### **Speech topics include (but are not limited to)**

- Improving your Decision Making Skills
- Lessons from Scott, Shackleton and other early Antarctic Explorers
- Confronting adversity
- Building effective teams
- Succeeding against all odds

During his talks, Brad shares unforgettable adventure stories about the challenges and decisions facing the early Antarctic Explorers – Scott, Shackleton, Amundsen and Mawson.

His presentations are illustrated with fascinating historical photographs from the actual expeditions.

You will learn powerful techniques to improve decision making, at a personal, team or business level.

In 2017, Brad wrote his book *When Your Life Depends on It - Extreme decision making lessons from the Antarctic*.

Endorsed personally by Sir Ranulph Fiennes (the world's greatest living explorer), Brad's book is co-authored with David Hirzel, a California-based Antarctic historian.

Brad puts the reader right into the action of the true, harrowing, life-and-death decisions made by early Antarctic explorers during a heroic era of exploration. This book reveals unparalleled lessons in leadership, team work, and the sheer determination that can help all of us make better decisions in life.

**"Absolutely inspiring. This book should be required life reading."**

**Jean Bartlett, Arts and Features Correspondent for leading California newspapers.**

### **What people say about Brad Borkan as a speaker:**

**"What a fascinating presentation! It really made me think about the decisions I make both professionally and personally. Brad's knowledge on the expeditions is brilliant and left me totally captivated".**

**Delegate at the Customer Experience World Conference**

"Absolutely riveting ... I can't praise the talk highly enough. If you ever get the chance to hear Brad speak, seize it. Not only will you hear a spellbinding account of some of the toughest journeys every undertaken, you'll also come away feeling challenged to make courageous choices in your own life".

**Guest at Literary Festival in the Cotswolds, UK**

"There were some extremely insightful lessons for business and leadership. I particularly liked the way that rather than failing when the original goal wasn't achieved, Brad tells the story of how Shackleton, " pivots" the goal, to keep everyone motivated (the team and staff) in order to come back with a success story for the outside world (shareholders). Overall a really interesting talk, the lessons for business I will remember more than other leadership sessions, because of the extreme and exciting stories from those simply amazing, brave men".

**Global CEO and Board level Chief Marketing Officer, attended the B2B Marketing Leaders Forum**

"Brad Borkan is a well-spoken, confident and inspirational speaker. A man that clearly knows his subject, who has done his research thoroughly, which in turns gives an air of confidence that leaves the audience relaxed and wanting more. Brad is not a one-way speaker. He wants to engage the audience, make them think, ask them questions and draw them into his talk. The whole audience becomes engaged and from the best Polar scholar to the relative novice, everybody will leave feeling completely satisfied."

**Baz Gray, Polar explorer. In 2019, Baz walked solo, unsupported, to the South Pole.**

"It gives me great pleasure to highly recommend Brad Borkan. Brad revealed lessons regarding leadership, team work, and determination, all of which can help us make better personal and business decisions in our own lives. Brad had a very skillful, relaxed, and authentic manner, and his presentation was very enjoyable and satisfying to our members. *His eloquent expression, his enthusiasm, and his professional yet casual demeanor fully engaged the entire audience.* I'm sure you'll find that a talk by Brad Borkan will be well appreciated and long remembered by those fortunate enough to be in attendance."

**Fern Slom, Vice President Marketing & Client Engagement, Sphere Software, for Present Day Club in Princeton, NJ.**

"Brad delivered a terrific, fascinating and extremely motivational session at the B2B Marketing Leaders Forum this year – his passion and knowledge about the great age of exploration is extraordinary, and this made for an excellent addition to our agenda.

The marketing directors in attendance hugely appreciated hearing from one of their peers, and there was a lengthy queue of people looking to get a copy of Brad's book signed at the end of the event. *I'd thoroughly recommend him.*"

**Joel Harrison, Editor-in-Chief, B2B Marketing**

"Brad delivered an enthralling and engaging session, packed with insights and thought-provoking points. He drew out surprising and revelatory conclusions from the heroic age of exploration of the South Antarctic. I would have no hesitation in recommending Brad as a great speaker."

**Chris Page, Brand Engagement / Communications / Event Production / Talent On-Demand / Programme Management**

"So inspiring. So true. So much we should derive from it. One of the must-see presentations"

"Great stories from South Pole & great extreme decision-making lessons. Thank you!"

"The session gave me insights into different and important perspective to the bigger purpose, goals, the zeal to achieve them beyond the perceived limits of human capabilities at a personal and professional level."

**Employees from Credit Suisse**

"Brad delivered a thoroughly inspirational and motivational talk about resilience-based team work at our recent Sales & Marketing away day. Fascinating stories about the great age of Antarctic exploration. I would have no hesitation in recommending Brad."

**Royal Society of Chemistry**

"Brad Borkan is a charismatic, natural and engaging speaker. We welcomed him both as keynote speaker in our opening ceremony and for his illustrated talk on Lessons Learned from the Early Antarctic Explorers. Brad has the knack of making his expert knowledge and insights accessible and interesting to the many kinds of people. Our audience at the Literary Festival ranged from young executives interested in the business and management to retired folk keen on the historical angle. His fresh enthusiasm for his subject was infectious."

**Organizer of a Literary Festival in the Cotswolds**

"Thanks for such a wonderfully informative event. I particularly enjoyed the talk from Brad Borkan and how he related decision making in the workplace, and life in general, to the decisions of the explorers."

**Attendee from SureCloud, at the Strand Business Conference**

“Brad’s speech was fascinating and thoroughly researched. He drew interesting parallels from the historical details of the pioneers of Antarctic exploration and the fine art of decision-making in modern business. *It was both surprising and rewarding*”.

**Attendee at Customer Experience World Conference, London**

“A highly engaging presentation set in the historic surroundings of the Scott Polar Research Institute theatre -- Brad delivered a talk filled with captivating, high-risk, hostile environment storylines to the audience, setting the scene. He asks the audience what they would do. The diversity of responses was even more fascinating as the scenarios actually occurred during early Antarctic expeditions, with Brad explaining the outcome of each situation.

His final summary contained ‘Seven lessons from the Antarctic’, an invaluable framework of strategies employed in the heroic age of polar exploration. Brad described each one, detailing how they were used 100 years ago and how they have timeless relevance in improving decision making processes. Lesson #5 (‘Never ever give up’) is the one that has resonated throughout my life, especially during my personal experiences in the high Arctic and in the military.

*I would highly recommend both Brad’s presentation and the book that he co-wrote. They are both suitable for people from all walks of life who want to improve their decision-making processes, their own leadership, or to develop those within their team.”*

**Attendee at a presentation given at the Scott Polar Research Institute, Cambridge**

**Awards and Affiliations**

- Fellow of the Royal Geographical Society (FRGS)
- Scott Polar Research Institute
- James Caird Society
- Captain Scott Society
- UK Antarctic Heritage Trust
- South Georgia Association

**Awards for his book**

- Finalist Voice Arts Award Best Audiobook – History category
- Finalist Wishing Shelf Literary Awards Non-fiction category

Brad is affiliated to the Society of Authors and the Alliance of Independent Authors.

**BRAD BORKAN is exclusively available through DBA Speakers**  
**For more information on his presentations, fees and details,**  
**and to check Brad’s diary**  
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