**KIM DAVIS - SHORT BIOGRAPHY**

Kim Davis is a leading marketing expert, media broadcaster, and international keynote speaker.

For over 20 years, she has worked with A-list celebrities, such as Beyoncé, Andre Agassi, and Marc Jacobs. As the CEO and Founder of Sarsaparilla Marketing, she has been a trusted advisor to the world’s most iconic brands, including: Bayer, BNP Paribas, Harper Collins Publishing, MasterCard, and GoDaddy.

Kim started her career in TV & Radio, and continues to be regularly featured on major media outlets, such as: BBC, ITV, Channel 4, Channel 5, BBC Radio, Talk Radio, The Guardian, The Metro, etc. She recently presented a piece for The Travel Show on BBC News Worldwide, which was watched by over 71 million viewers.

As an international keynote speaker, Kim has performed on the world’s most prestigious stages, from New York’s Carnegie Hall to London’s O2 Arena. She became a TED speaker in 2022, with her talk on “How The Arts Can Help You Achieve Anything”.

Kim is an established voice over artist who has lent her talents to Fortune 500 companies, corporate advertisements, features, and TV & Radio programmes. She is a trained singer/actor, with a versatile range of characters and styles, and has fantastic comic delivery. She is qualified to work in the US, UK, and EU.

VO Experience includes: BBC News, Parexel, Gartner, The Travel Show, and various other Fortune 500 companies, corporate advertisements, features, and TV & Radio programmes.

**KIM DAVIS – LONG BIOGRAPHY**

Kim Davis is a leading marketing & media expert and a highly accomplished broadcaster, journalist, and international speaker.

For over 20 years, she has worked with A-list celebrities, such as Beyoncé, Andre Agassi, and Marc Jacobs, and been a trusted advisor to the leaders of the world’s most iconic brands, including: Bayer, BNP Paribas, Harper Collins Publishing, MasterCard, and GoDaddy.

Kim has written for The Telegraph, Talk Business Magazine, The Inside Connection, and is regularly featured on major media outlets, such as: CBS, BBC, ITV, Channel 4, Channel 5, BBC radio, TalkRadio, The Guardian, The Metro, etc.

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Originally from New York, Kim started training to become a classical musician and performer when she was just 5 years old. She studied violin, singing, dancing, acting and more. By the age of 15, she interviewed tennis legend, Andre Agassi and several music heroes for her local newspaper and fell in love with journalism.

Her talents eventually caught the eye of television & media pioneer, Martin Stone - creator of The Howdy Doody Show, who gave her the opportunity to become the host of her own classical music radio show when she was just 18.

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By the age of 22, Kim had graduated with multiple Bachelor of The Arts degrees (Business, Music, & Theatre); become the youngest person to teach at a prestigious New York University ("Writing For Mass Media"); pioneered The Music Business Conference, which featured the heads of "the big four" music labels; and had become the Morning Show Producer for a Market 1 radio station in New York City.

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Kim's media career skyrocketed and she went on to become a producer, writer, and on-air presenter for some of the largest TV & radio stations in the US. She eventually became a Marketing Director and went on to work for corporate giants such as Avon and MasterCard. She even contributed her writing and editing skills to the award-winning “Priceless” campaigns.

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In 2004, Kim moved to London and launched her own consulting and training agency ([Sarsaparilla Ltd.),](http://www.sarsaparillamarketing.com) where she continues to advise business leaders on marketing, media, and other high-performance leadership strategies.

Her innovative methods incorporate business with The Arts and are proven to increase success by up to 600%. In fact, Kim's techniques drastically outperform most traditional forms of learning and development and have earned her the title, “The Money-Making Marketer”.

Kim’s marketing and media skills have been praised by industry experts such as Mary Portas ("Queen of Shops"), Robert Senior (CEO, Saatchi & Saatchi) and Nikki Crumpton (CSO, McCann Erickson).

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Kim is also an international keynote speaker who has performed on the world’s most prestigious stages from New York’s Carnegie Hall to London’s O2 Arena.