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# BEN JEFFRIES

Founder & CEO of Influencer, Specialist in Influencer Marketing and Social Media

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Ben Jeffries is the 25 year old CEO and co founder of Influencer, a global leader in influencer marketing. Ben founded Influencer when he was 18, partnering with YouTube star Caspar Lee as co-founder and CVO. Ben is an award-winning entrepreneur, with awards from Forbes 30 Under 30 to BMW Entrepreneur of the Year, and has previously spoken at global events such as Cannes Lions, Web Summit, Facebook, TikTok, Advertising Week and Social Media Week, plus many more. Most recently, Ben was invited to represent the influencer marketing industry in front of parliament, giving evidence on the current state of the industry.

Influencer offers clients guaranteed influencer marketing results by combining strategic creativity, insights and technology. Influencer's unique technology, Waves, provides global advertisers, such as Mars, Alibaba and P&G, with the ability to succeed on social media, with scalable workflows and actionable insights. To date, Influencer has raised \$5 million in investment and is backed by Puma Private Equity. In London and Kyiv, a global team of 70+ are powering record growth and championing a new era of creativity. Influencer is an official global marketing partner with Facebook, Instagram and TikTok.

## Topics

- Digital
- Digital Trends
- Entrepreneurship
- Marketing
- Social Media

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