

jess. weiner



cultural expert
speaker
author
consultant

who's jess?

THOUGHT LEADER

CULTURAL EXPERT

SPEAKER + ADVOCATE

WRITER + AUTHOR

CEO + CONSULTANT

WATCH MY
DIGITAL BIO REEL

Jess Weiner (WEE-ner) is a cultural expert focusing on the intersection of business, social change and inclusivity.

She's the CEO of Talk to Jess, a consultancy that works with Fortune 500 companies to help them better reflect people in their media, marketing, and advertising, and workforce.

Jess is a college professor, an acclaimed author, and was named by Fast Company as one of the most creative people in Business in the areas of Diversity and Education.

From boardrooms to writer's rooms to the C-Suite, Jess' work resonates with individuals and organizations alike.

"Together, we can make those who have been invisible in our media and advertising reappear, or even appear for the first time."





her journey

'94

Featured on MTV for fighting institutionalized sexual harassment at her university

'03

Published first book, *A Very Hungry Girl*

'06

Pioneered launch of Dove's Campaign for Real Beauty

'12

Guided Disney with insights + strategy to bring their Princesses into a new era of empowerment

'15

Worked with The White House Council for Women and Girls under the Obama administration

'16

Partnered with Mattel to make Barbie's body more diverse

'17

Became an advisor for the #AerieREAL Campaign, which made the commitment not to photoshop images

'19

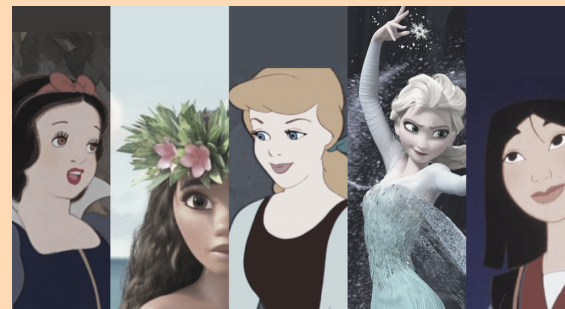
Helped launch Mattel's first gender-inclusive doll line, which redefines dolls and who gets to play with them

talk to jess

As a brands' "secret weapon," Jess and her team partner to help leverage strategy, insights, and socially conscious messaging to create a more authentic connection with their audience.

WHAT WE DO

- Contextualize research + cultural trends to help meet business imperatives
- Humanize the marketing experience to be more reflective of the world around us
- Serve as Cultural Advisors on brands' content + creative executions
- Connect brands with events + partners to better reflect diverse experiences
- Lead offsites, organizational trainings + workshops



diversity and inclusion

CLIENTS INCLUDE:



Google Play



WARNER BROS.

Fast Company calls Jess Weiner one of the Most Creative People in Business in the areas of Diversity and Education

Jess is dedicated to helping companies embed Diversity & Inclusion practice into every part of the business.

Her belief is that the work involved in ensuring that your business is inclusive is first an inside job. There must be an internal effort from leadership, employees, and important stakeholders.

From there, you can create impactful trainings, events and programs that serve to reinforce the values and business imperatives of the company. And there always needs to be an emphasis on measurement, accountability, and ultimately moral courage to really stay committed to this work long term.

**INTERNAL
CULTURAL EDUCATION**

**EMPLOYEE
FOCUS GROUPS**

**PARTNERSHIPS +
CREATIVE ADVISEMENT**



writing and press

TIME

Inc.

FAST COMPANY

PennStater

REFINERY29

HUFFPOST

The Washington Post

BUSTLE

speaking and events

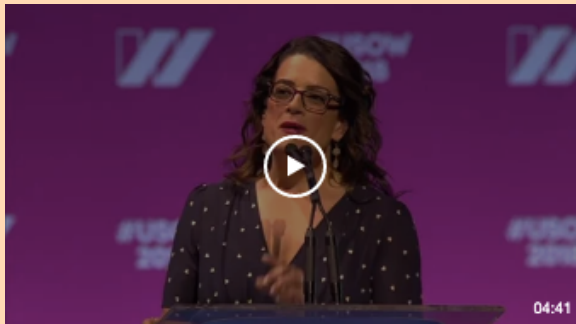
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MEET JESS WEINER



MTV UNFILTERED - 1995



**THE UNITED STATE
OF WOMEN SUMMIT**



**TIME - MATTEL CREATABLE
WORLD LAUNCH**



**BRENTWOOD SCHOOL IT'S
OUR TURN CONFERENCE**



**SHE SHOULD RUN
NATIONAL CONVERSATION**

We're All Going To Die, Anyway



WITH
**JESS
WEINER**

LAUNCHING JULY 23RD

A JOYFUL PODCAST ABOUT LIFE, DEATH, AND EVERYTHING IN BETWEEN

with special guests like



Sara Bareilles
Iskra Lawrence
Damone Roberts
Ibtihaj Muhammad

jess weiner

BIOGRAPHY

Jess Weiner (WEE-ner) is a cultural expert, speaker, educator and consultant focusing on the intersection of business, social change and inclusivity.

She's the CEO of Talk to Jess, through which she advises Fortune 500 companies to help them better reflect people in their media, marketing, advertising, and workforce.

Jess has been considered the “secret weapon” for brands, where she helps to contextualize and humanize cultural trends to create campaigns, partnerships, and internal programming that's reflective of the world around us.

Not only does this approach create more loyalty and commitment from employees and consumers, but this work helps to create tangible business success.

In 2006, she helped launch Dove's Campaign for Real Beauty and kicked off an industry-wide conversation around beauty ideals.

A decade later in 2016, Jess again disrupted social norms, this time as a part of the team at Mattel who helped to **change Barbie's body**, introducing 4 new body types, 7 new skin tones, 22 hairstyles, and 24 eye colors.

Her roster of clients and partners span across industries including: Disney, Aerie, Netflix, Warner Bros, Google, Amazon, and she worked with The White House Council for Women and Girls under the Obama administration.

Jess is an adjunct professor at USC in the Annenberg School of Journalism, an acclaimed author, and was recently named by Fast Company as **one of the most creative people in Business in the areas of Diversity and Education**.

Coming Soon: Jess is set to launch her new podcast “We're All Going to Die, Anyway” featuring inspiring conversations about living a **good life** on your own terms.