



KEYNOTES
JONATHAN KUBBEN

ABOUT

Before buying his one-way ticket, he already had a plan. He created "Mom I'm Fine", a content project built around a message he would carry across the world. He pitched it to brands as a partnership opportunity.

Every single one passed.

He left anyway.



JONATHAN KUBBEN

100 MILLION VIEWS LATER

"Mom I'm Fine" turned Jonathan into a verified global presence.

- Speaker for **TEDx Brussels**.
- Brand Ambassador for **Volvo** and **Canon**.
- A worldwide campaign with **L'Oréal**.
- A perfume campaign for **Bvlgari**.
- A campaign alongside **Cristiano Ronaldo**.
- His story as a **documentary** series on three national TV channels.
- Named **Influencer of the Year**.
- **Philanthropy & Green Award** : Influencer Awards Monaco.



BY THE NUMBERS

+500K

Instagram followers

+100M

Online views

+20K

Conferences attendees

+15

Countries on stage

+80

Countries visited

3x

Influencer Awards



BEYOND THE NUMBERS

Jonathan built a school from recycled plastic, giving underprivileged children access to education in arts, sports and wellbeing for free.

He led humanitarian missions with **UNICEF** in Madagascar.

His **Masterclass** "Content with Purpose", certified by a consortium of **European Universities**, has been adopted by the **Mexican Government** to train the next generation of creators and entrepreneurs.

**A Masterclass . Certified EU Universities .
Adopted by the Mexican Government**

A
odoo
accenture
VLAIO TAKEOFF ANTWERP

Assurance
Credibility
Purpose
Innovation

Port of Antwerp Bruges
CRONOS GROEP
Partena

NOW
JONATHAN KUBBEN

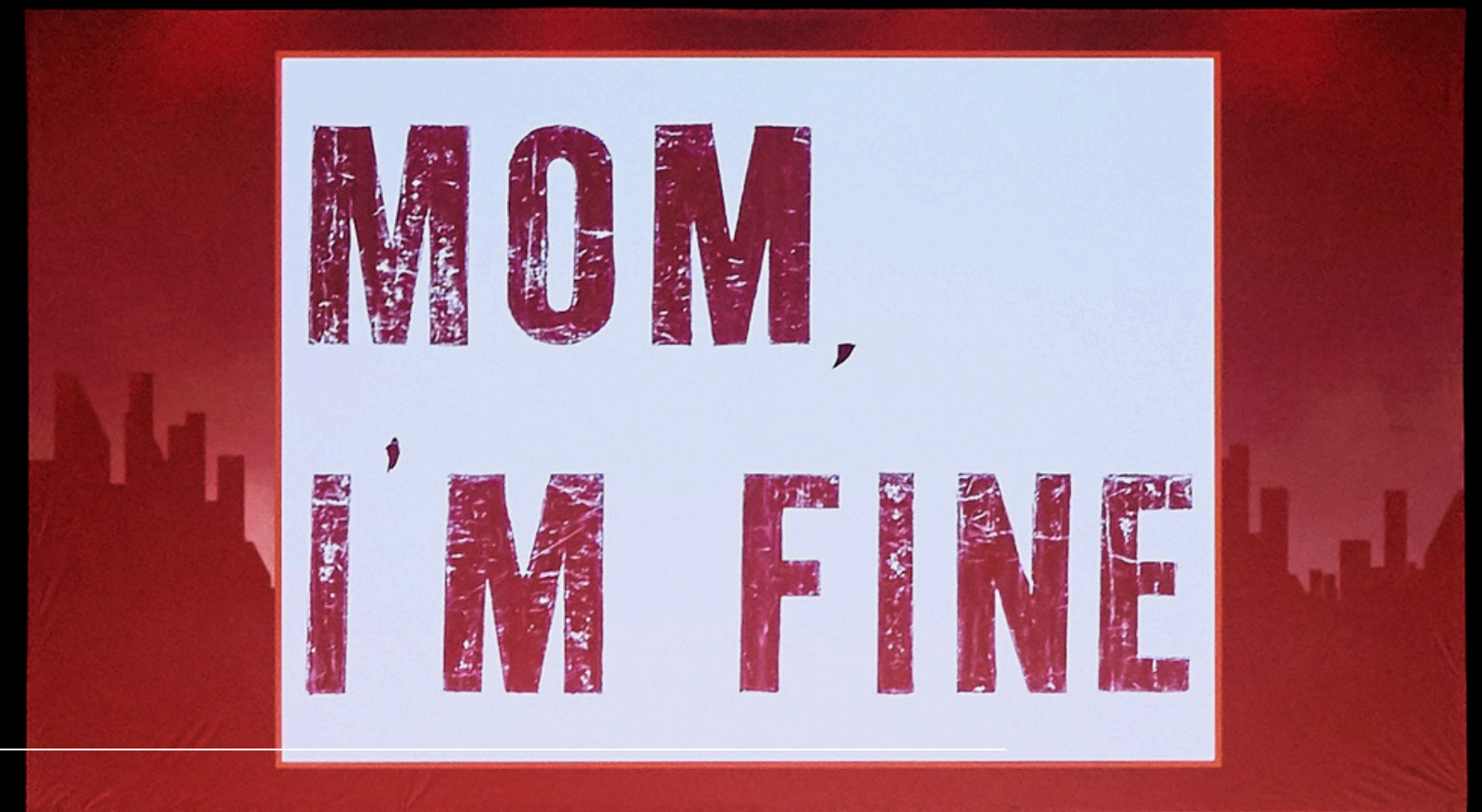
NEXT UP
MARS GEUZE

THE TALKS

TALK 01. THE ATTENTION ARCHITECT

How a sign and a phone built a global movement, and what it teaches us about capturing attention at scale.

In a world where everyone creates, the question is no longer how, it's how to be seen. A proven methodology behind 100M views, tested on stages across 15 countries.



Best for : Corporate Events . Universities . Marketing and Entrepreneurship Conferences

TALK 02. BUILD IN UNCERTAINTY

On leading, creating and growing when the ground keeps moving

The world isn't going through a rough patch. It's permanently changing. He was at Brussels Airport the day it was bombed. He built a school with no budget during a pandemic. He camped outside a billion-dollar retailer's HQ until they settled. He knows what building under pressure looks like from the inside.

Best for : Corporate Leadership . Governments . Universities

TALK 03. CONTENT WITH PURPOSE

On combining commercial performance with real-world impact.

The most powerful brands today are not just products, they are causes. A practical framework for organizations and leaders who want their work to mean something beyond the bottom line.

Best for : Governments . CSR Programs . Universities . Political organizations

TALK 04. DAVID VS. GOLIATH

How one independent creator took on a billion-dollar retailer and won.

When a global fashion retailer used his concept without permission and printed it on 200,000 bags across 200 stores, he didn't hire a lawyer. He launched a counter-campaign and camped outside their HQ until they settled.

** A story currently in negotiations for a Netflix adaptation.*



Best for : Business Schools . Corporate Legal & Marketing teams . Entrepreneurship Conferences

TALK 05. CONTENT THAT CONVERTS

A practical framework for creating content that captures attention in 3 seconds, holds it, and drives action.

Most content fails in the first three seconds. Hooks, formats, platform logic – and a repeatable method audiences can apply the next day.

L'ORÉAL
PARIS
MEN EXPERT

Best for : Marketing teams . Communication Schools . Agencies . Government digital programs

JONATHAN KUBBEN

[ABOUT](#)

[NUMBERS](#)

[TALKS](#)

[PARTNERS](#)

[CONTACT](#)

CONTENT & PARTNERS

TEDx



GSK



L'ORÉAL
PARIS

UNIVERSIDAD
EAFIT®

SOCIAL
SUMMIT
INNOVACIÓN CONEXIÓN NEGOCIOS

DIGITAL
FIRST



unicef 

BVLGARI



GOBIERNO DE
MÉXICO



TOMORROWLAND

RTL
GROUP

VOLVO

AS SEEN IN

Forbes

THE HUFFPOST



BUSINESS INSIDER

LE FIGARO

EL PAÍS

The Standard

Global NEWS

COSMOPOLITAN

RTL GROUP

ELLE

Daily Mail

LET'S TALK

TALKS IN ENGLISH, SPANISH, FRENCH
office@jonathankubben.com

