

Mike Sharman

Founder of Retroviral | Viral Marketing Visionary | Digital Storyteller

Overview:

Mike Sharman is a visionary entrepreneur and influential figure in the digital marketing space, renowned for his groundbreaking ability to make brands 'go viral.' As the founder of **Retroviral**, Africa's leading agency for viral marketing, Mike has carved out a niche as a master of consumer engagement and disruptive storytelling.

With an uncanny knack for identifying digital trends and creating campaigns that capture the zeitgeist, Mike has launched some of the most memorable online campaigns in South Africa and beyond. His work has not only garnered millions of views but has also delivered tangible results for brands across multiple industries—from FMCG to tech, finance to retail.

Mike's journey to success began with his recognition as one of the Mail & Guardian's top 200 young South Africans in 2013, a testament to his early achievements and potential. As the co-founder of Webfluential.com, an influencer marketing platform boasting 40,000 users, Mike has played a pivotal role in shaping the influencer landscape and empowering brands to harness the power of authentic influencer partnerships. Additionally, his involvement in retroactive. Digital, a disruptive sports storytelling agency, underscores his commitment to pushing the boundaries of marketing innovation.

In his speaking engagements, Mike draws upon his firsthand experiences and industry insights to deliver compelling presentations that inspire and educate audiences. Whether discussing the anatomy of viral campaigns or navigating the evolving digital landscape, Mike's dynamic speaking style and depth of knowledge leave a lasting impact on event attendees, equipping them with actionable strategies to elevate their own marketing efforts.

Topics of Expertise:

- The Age of the 'Unfluencer'
- B R A N D A L I S M
- The story of My Kreepy Teacher

Speaking Style:

Mike's talks are fast-paced, high-energy, and packed with insight. He blends humour, case studies, and real-time digital trends to deliver an experience that's as educational as it is entertaining.

Key Highlights:

- Co-founder of **Retroviral**, a multi-award-winning digital agency
- Led campaigns that achieved over **100 million views** globally
- Named one of **Fast Company's Most Productive People in South Africa**
- Author of *The Best Dick: Made in the RSA* – an unconventional business memoir