



# Brooke MacLean

CEO @ MARKETWAKE

Brooke MacLean is a storyteller, strategist, and builder. As the CEO of Marketwake, an award-winning digital marketing agency, Brooke has built a team that serves clients across the globe. Under her leadership, Marketwake has grown into one of the most respected agencies in the Southeast, earning a place on the Inc. 5000 Fastest-Growing Businesses list five years in a row and being named one of Inc.'s Best Places to Work for four consecutive years.

Before Marketwake, Brooke served as CEO of Keyv, an email marketing automation company she grew after being tapped in by Atlanta tech leader, David Cummings. Today, she is also the Founder and Chairman of Marketwake Ventures, an investment firm that champions early-stage companies. Her portfolio includes transformative brands like Arovy (backed by Slack and Craft Ventures), Curamia Tequila, and SupportNow.

Brooke is not just a business leader—she's a speaker who inspires and empowers. From delivering a TEDx talk to hosting Venture Atlanta, the Southeast's largest venture capital conference, Brooke has shared her voice with audiences across the country. Her topics range from leadership and resilience to the importance of play in the workplace, all delivered with a mix of warmth, humor, and actionable takeaways.

At her core, Brooke is driven by the belief that businesses thrive when they focus on people—building strong cultures, fostering collaboration, and turning challenges into opportunities for growth. Whether she's in a boardroom, on a stage, or in the trenches with her team, Brooke brings energy, clarity, and a commitment to helping others amplify their potential.

## Speaking Topics

### ■ Leadership & Entrepreneurship

Lessons on building businesses that last.

### ■ Grit & Resilience

Personal stories on overcoming obstacles to unlock growth.

### ■ Culture & Collaboration

Building teams that thrive together.

### ■ The Importance of Play

How creativity and curiosity drive workplace success.

### ■ Marketing & Behavioral Insights

Breaking through the noise to connect with customers.

## Speaking Style

Brooke's speaking style is a reflection of her leadership—empathetic, bold, and inspiring.

She knows how to capture a room, weaving personal stories with big-picture insights to create a memorable experience for her audience.

Whether she's speaking to entrepreneurs, marketing professionals, or corporate teams, Brooke's goal is always the same: to leave her audience feeling motivated, confident, and ready to take on their next challenge.

### ● ■ AS SEEN IN

[Thrive Global](#) [BlogHer](#) [WERULE](#)

## Video & Audio Samples

- [The Takeover With Tim & Cindy: Scaling Business While Staying On a Mission](#)
- [The Marketing Madmen Podcast](#)
- [Inbound Back Office](#)
- [TechTalk](#)
- [All Things Marketing with Brooke MacLean of Marketwake](#)

*"Brooke doesn't just share ideas—she shows you how to put them into action. Her talks are the perfect mix of inspiration and strategy."*

**Audience Member, Venture Atlanta**

*"Brooke has this rare ability to connect with every single person in the audience while delivering insights that are both practical and transformative. She makes you feel like she's speaking directly to you."*

**Andrew Somoza, VP of Business Development at BIP Capital**

## Social Commentary

- [Character of Leadership](#)
- [The Shift From CMO to CRO](#)
- [Marketing Opportunities in a Recession](#)

### ● ■ HEADSHOTS

High-resolution professional headshots available for event organizers:

[HEADSHOT 1 ↗](#)

[HEADSHOT 2 ↗](#)

[HEADSHOT 3 ↗](#)

### ● ■ SPEAKING PHOTOS

High-resolution professional speaking photos available for event organizers:

[PHOTO 1 ↗](#)

[PHOTO 2 ↗](#)

[PHOTO 3 ↗](#)

[PHOTO 4 ↗](#)

[PHOTO 5 ↗](#)

### ● ■ SOCIAL MEDIA

[LINKEDIN ↗](#)

[INSTAGRAM ↗](#)