

**Thoughtful Thursdays: Exploring the Landscape of Jewish Learning
Presents....**

Joey Reiman, Living with Purpose

Thursday, February 18

7:00-8:00pm

For the past twenty-five years, Joey Reiman has helped Fortune 500 companies discover, articulate and activate their company and brand purpose, revolutionizing the world of business. Joey is a best-selling author, TED speaker, and Professor at Emory University's renowned Goizueta Business School.

Fast Company magazine recently named Reiman one of the 100 people who will change the way the world thinks. Joey is the Founder and Chairman of Brand New World Studios, a company that tells meaningful stories that communicate its greater purpose to their customers and positively impacts lives.

Joey Reiman is known globally as the "King of Corporate Purpose." A frequent marketing and branding guest expert on CNN, Professor Philip Kotler calls Reiman, "The Moses of Marketing."

Joey Reiman has written numerous books about Purpose, including:

Thumbs Up!: Five Steps to Create the Life of Your Dreams

The Story of Purpose: The Path to Creating a Brighter Brand, a Greater Company, and a Lasting Legacy

Thinking for a Living: Creating Ideas That Revitalize Your Business, Career, and Life