

Emily Lyman  
Chief Executive Officer & Founder  
Branch & Bramble

Emily Lyman has worked with top global companies over the past decade to help them achieve tangible marketing results. As chief executive officer and founder of Branch & Bramble, she set out to build a digital marketing agency focused on helping brands to stand up for what they believe in and finding others to stand with them. She champions the kind of digital marketing that is backed by data and valuable to both the brand and customer.

Through her work and leadership, she's disrupting the marketing industry by encouraging brands to move away from the "passive and positive" mentality that has plagued individuals and brands for decades and instead to be frank and truthful with their audience. Her approach is data-backed as the Edelman Trust Barometer indicates that more and more people are punishing brands who put profit before people.

Branch & Bramble has been named as one of the "Top US Digital Marketing & Digital Agencies" on Yahoo! Finance, as well as one of the "Top Digital Marketing Agencies in New York." Lyman has been featured on Digiday, CO- by U.S. Chamber of Commerce, and Authority Magazine.

Lyman is also a graduate professor at Fordham University teaching Social Media Strategy & Communication. She is passionate about changing the narrative around what brands should say and is helping brands craft new messaging and positioning that attracts life-long audiences.