

PRESS KIT • 2026

KIRSTEN LUDWIG & CHRIS DANTON

Co-Founders of IN GOOD CO. Hosts of GOOD THINKING.



GOOD THINKING

getgoodthinking.com/speaking/press-kit

Bios, photos, and logos, always current

SPEAKING

WHAT WE TALK ABOUT

THE FUTURE IS NOW

What will people want next, and how will it shape not just culture or your business, but how we exist? 10 culture trends and predictions for 2027, from the age of authorship to why we've had our fill of availability gluttony. Across culture, food & bev, alphas, silvers, retail, tech, sport, wellness, and travel. Zero category silos. No obvious takes. You'll leave with a clearer view of what's coming and better questions to ask about what comes next.

THINKING IN POSSIBILITIES

Most brands stay boxed in by their own category. This is about breaking out of the silo, thinking beyond the confines of where you're supposed to play, and taking hold of your brand's trajectory instead of letting the market decide it for you.

THE AGE OF AUTHORSHIP

AI just made building almost free, so execution is no longer the advantage. The hard part is mattering. Why vision, not output, is the real differentiator now, and what it means for brands when anyone can make anything.

THE PUBLIC CMO

The most powerful brand asset a company has might be the person leading it. Why the next generation of CMOs and founders are becoming public figures, how to build a personal brand without the cringe, and what it unlocks for the brand behind you.

GOOD HARD TRUTHS

You're too close to your own brand to see it clearly. This is us pointing the GOOD THINKING lens at yours: the honest read on how you're really perceived, the stuff your team feels but can't quite say, and 3 to 5 real actions to run with. Tough love, built to leave the room energized rather than audited.

SOMETHING ELSE?

Every talk is tailored to your audience and shaped with you ahead of the date, from a 20-minute provocation to a half-day working session. Tell us about the room.

Formats: Keynotes · Firesides & panels · Workshops · CMO dinners

AT A GLANCE

WHO

Kirsten Ludwig & Chris Danton (both she/her)

PUBLICATION

GOOD THINKING, weekly newsletter and podcast (18K subscribers)

CONVENINGS

Invite-only CMO dinners at Cannes

ROLES

Co-Founders, IN GOOD CO

STAGES

SXSW · Brands & Culture · Paradigms · Private summits

PRESS & BOOKING

hello@weareingoodco.com

BIOGRAPHY

CHRIS DANTON

SHE/HER

Chris Danton is an award-winning futurist, brand builder, author, speaker, and creative strategist, and Co-Founder of IN GOOD CO, a global brand consultancy built for challenger brands that refuse to play it safe.

She is the author and podcast co-host of GOOD THINKING, a weekly newsletter and podcast on brand, marketing, and culture read by 18K subscribers, including top brand executives across the world.

Chris has spoken at SXSW, Brands & Culture, and Paradigms, co-hosts invite-only CMO dinners at Cannes, and keynotes on foresight, the Age of Authorship, and why the next generation of brand leaders are becoming public figures. Her expertise is leading the future of brand.

FAST FACTS

- Co-Founder, IN GOOD CO
- Writer and co-host, GOOD THINKING (18K subscribers)
- Award-winning futurist, author, and creative strategist
- Spoken at SXSW, Brands & Culture, and Paradigms
- Co-hosts invite-only CMO dinners at Cannes

Shorter bios (one line and approx. 40 words) are ready to copy at getgoodthinking.com/speaking/press-kit



LEADING THE FUTURE OF BRAND.



BIOGRAPHY

KIRSTEN LUDWIG

SHE/HER

Kirsten Ludwig is a brand builder, cultural curator, and Co-Founder of IN GOOD CO, a global brand consultancy built for challenger brands that refuse to play it safe.

She is the co-host of the GOOD THINKING podcast, part of a weekly newsletter and podcast on brand, marketing, and culture read by 18K subscribers. She is a speaker and a top voice in brand.

Kirsten has spoken at SXSW, Brands & Culture, and Paradigms and co-hosts invite-only CMO dinners at Cannes. Her expertise is disrupting the status quo.

FAST FACTS

- Co-Founder, IN GOOD CO
- Co-host, GOOD THINKING podcast
- Brand builder and cultural curator
- Spoken at SXSW, Brands & Culture, and Paradigms
- Co-hosts invite-only CMO dinners at Cannes

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DISRUPTING THE STATUS QUO.



PHOTOGRAPHY

APPROVED PHOTOS

Free to use alongside coverage of Kirsten and Chris. Need something else? Just ask.

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All photos as a zip: getgoodthinking.com/speaking/good-thinking-press-photos.zip

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Kirsten Ludwig & Chris Danton



Chris Danton



Kirsten Ludwig



Kirsten Ludwig & Chris Danton



Kirsten Ludwig on stage at Paradigms



Chris Danton on stage at Paradigms

CONTACT

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Booking a talk? getgoodthinking.com/speaking