

Wes Braden

Marketing Strategist

Wes, a guest of Global Leadership Partners, currently works in sales and marketing for Google in Ann Arbor, Michigan. He is a member of a small team that identifies promising online startups and seeks to grow them with Google ads by developing full-funnel, sustainable marketing strategies. His work involves consulting in a number of spheres, including e-commerce, consumer packaged goods, financial services, and B2B commerce.

Before Google, Wes co-founded Tru-Colour Bandages, a company that created and sold adhesive bandages for darker skin tones. During his two years at Tru-Colour, he oversaw branding, operations, and sales efforts, taking the company from being unknown to being featured in Oprah's magazine and in BuzzFeed.

Wes graduated from Wheaton College outside of Chicago with a bachelor's in Business/Economics in 2016.

He lives in Ann Arbor, Michigan. His interests include reading, baking bread, watching documentaries, and trading cryptocurrencies. He hopes to one day own and operate a hostel in Eastern Europe.

