

SUNNY BONNELL ©2025

Sunny Bonnell is a bestselling author and a recognized expert in visionary leadership and brand. She is the Co-Founder and CEO of [Motto®](#), the global brand transformation agency she leads alongside Co-Founder and COO Ashleigh Hansberger. Together, they also created [VisionCamp®](#)—a leadership workshop designed exclusively for visionary founders and executives.

Sunny has been named a ‘Visionary Brand Icon’ on the cover of SWAGGER, and recognized as a *Thinkers50 Radar*, *Top 30 Global Gurus in Brand*, *GDUSA’s Top 25 People to Watch*, and is a *WEBBY Award* winner recognized for “Setting the standard for innovation and creativity.”

Sunny is the co-author of [*Rare Breed: A Guide to Success for the Defiant, Dangerous, and Different*](#), which flips the script on business-as-usual and unconventional success. *The New York Post* declared *Rare Breed* “Top 5 career books of all time.” *USA Today* named it “An entire windstorm of original thinking.”

As an internationally acclaimed keynote speaker for *Mastercard*, *Microsoft*, *Dale Carnegie*, *Fast Company Innovation, Inc.*, and *AIGA*, her bold thinking has been featured in *Fast Company, Inc.*, *Forbes*, *Entrepreneur*, and *The Wall Street Journal*. She has appeared on Closing Bell on the NY Stock Exchange, The Breakfast Club, Bloomberg, and Yahoo Finance, and writes a popular and provocative leadership column for *Fast Company*.

Clients include the Minnesota Vikings, Virgin, Google, Microsoft, NFL, Hershey’s, Impel, Aptos, Twentieth Century Fox, Choice Hotels, Bleecker Street Films, Andela, Goodnotes, Hello Alice, NIP Group, Brooklyn Brewery, and more.