CFT KEYNOTE SPEAKERS

LUCAS VANDENBERG

From 22 to 1. The Fifty & Five Method.

FOUNDER · FRACTIONAL CMO · STRATEGIST · SPEAKER



222+	18 years	40+
brands served	in social, since 2008	countries, 5 continents



SENIOR + AI · SINCE 2008

We do the storytelling. You build the business.

01 · ABOUT

MEET LUCAS.

Lucas Vandenberg started building social programs for brands in 2008, before Instagram existed and before "social media manager" was a job title. As Founding Principal of Fifty & Five, he has since served 222+ brands across five continents and 40+ countries.

His work includes a 10 year national program for Blaze Pizza from day zero to 300+ locations, a decade with Gruppo Mezzacorona, and six brands at once for Enterprise Holdings across the U.S. and Latin America.

He grew Fifty & Five to 22 people. When COVID took the biggest accounts, he rebuilt it around senior judgment, AI agents trained on his own expertise, and a curated bench of specialists. Output per hour went up 10x, and most clients now stay three years or more.

Based in Orlando, Lucas is President of the SoDo Main Street Board and a sponsor of EO Westbridge. He has spoken at UCLA, USC and Loyola Marymount, where he co-taught social media marketing and leadership.

LEADERSHIP | AI | MARKETING | BRAND

THE STORY

ONE OPERATOR. THE WHOLE STACK.

AI now handles in house what used to go out to a list of specialist vendors. Lucas collapsed that list into one senior operator with his own agents and a bench of experts he calls in when the work needs depth.

~~PR agency~~ ~~Web studio~~ ~~Funnel builder~~ ~~Paid media shop~~ ~~Reporting~~ ~~Email vendor~~ ~~Blog writers~~



EMPLOYEES AT PEAK

SENIOR OPERATOR + AI + BENCH

10x	3+ years	12	5
output per operator hour	typical client retainer	verticals	continents

02 · THE FRAMEWORK

THE FIFTY & FIVE METHOD.

How a lean team does the work of a full agency, and how any leadership team can rebuild marketing so it touches every part of the business instead of living in a silo.

Senior talent, made accessible to companies that could never afford it before.

01	Collapse the vendor list	One operator runs PR, web, funnels, ads, email and reporting with AI doing the volume.
02	Train the agents on you	Agents built on your own knowledge, so the output sounds like your expertise, not generic AI.
03	Judgment is the gate	AI drafts. A senior human makes the final call on everything that ships.
04	Every person in their lane	Map the structure and roles so each person knows their job and uses their real strengths.
05	Marketing everywhere	Build the team so marketing moves sales, service and operations, not one department.



03 · SIGNATURE KEYNOTE

FROM 22 TO 1.

The Fifty & Five Method.

The story of building an agency to 22 people, losing the biggest accounts overnight, and rebuilding it leaner and stronger with AI and a curated bench. Lucas shows leadership teams how to get senior level marketing output without the overhead, and where human judgment still wins.

FORMATS

Keynote · Working session · Custom program

AUDIENCE TAKEAWAYS

- Which marketing work AI can take in house now, and which it can't
- How to keep your brand voice while using AI at scale
- A structure that puts every person in the right lane

A GREAT FIT FOR

- Leadership retreats
- Annual conferences
- Association meetings
- Sales kickoffs
- Wine and spirits groups
- Chambers and main streets
- Universities

04 · ALSO AVAILABLE

MORE TALKS AND WORKING SESSIONS.

Each topic runs as a keynote or a hands on session for marketing and leadership teams, built on real brand programs instead of theory.

01

Brands that last

What keeps a brand relevant for a decade instead of a season. Lessons from two 10 year programs.

KEYNOTE

02

Social media that sells

Turning social from a content calendar into a business result you can measure.

KEYNOTE · WORKSHOP

03

AI without losing your voice

Using AI to do more marketing without sounding like everyone else.

WORKSHOP

04

Every person in their lane

A working session that maps your team's structure and roles so marketing reaches the whole business.

LEADERSHIP TEAMS

05 · CREDENTIALS

CREDENTIALS AND IMPACT.

FOUNDER
Fifty & Five, since 2008

REACH
222+ brands, 40+ countries

BLAZE PIZZA
10 years, 0 to 300+ locations

MEZZACORONA
10 years, ~1M followers added

CLASSROOM
UCLA · USC · Loyola Marymount

COMMUNITY
President, SoDo Main Street Board

> *Grew our engagement 400%.*
>
> Jerry Shen, Director of Digital Growth, Blaze Pizza

BRANDS LUCAS HAS WORKED WITH

Blaze Pizza	Enterprise
Warner Bros.	Microsoft
Kendall-Jackson	Penfolds
Resorts World	Axe / Unilever
AutoNation	Hong Kong Tourism
Mezzacorona	NETGEAR

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Date, city, audience, budget and the outcome you want from the room.

STEP 02

CONFIRM THE FIT

We hold the date and shape the talk to your theme and audience.

STEP 03

WE HANDLE THE DETAILS

Contracts, travel, AV and prep calls. One point of contact the whole way.

STEP 04

SHOW DAY

Lucas delivers. Your team leaves with a plan they can run Monday.

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CFT

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