

BIOGRAPHY & INTRODUCTION



Bayo Olorunto

Bayo is the Founder and President of his company OLORUN Consulting International, and is also a Film Producer and Writer with Florida Film House. He has been passionate about creativity, peak performance, and accelerated learning all his life. Now a Consultant, Coach, Film Producer, and Author he applies the same passion & dedication in helping people maximize their resourcefulness. Whether in communication, sales, influence, or digital marketing, he has been honing his skills for over 20 years. He began his vision for his OLORUN brand in 2001 and as he worked in many industries over the years, he saw the absolute necessity to bring his expertise in Wellness, Technology, Education, Entertainment, Empowerment, Culture, & Communication into one unified system he could teach the marketplace with viable strategies for individuals, professionals, and organizations to achieve extraordinary results. His unique ability to combine creative imagination and real world analytics makes him one of a kind in both the artistic and business community.

Having studied Economics and Communication, at Vanderbilt University and Austin Peay University, he paralleled his own education with consistent learning of human behavior and internet marketing since he was a teenager in 1995. He wrote and self-published his first book with his younger cousin in 2005 titled The HipHop Driven Life: A Genius Liberation Handbook to empower youth in urban communities. After having built several of his own websites, published a number of books, and E-books, and working in a variety of industries from Real Estate, Wellness, Publishing, Advertising, Music, and Film, he has brought his latest strategies together for small to mid-sized companies both nationally and internationally. He lived in New York City, for several years where he served a wide variety of clients from coaching individual executives in Fortune 500 companies, to small local businesses, as well as advising artists & entertainers with growing fanbases. Having now made Miami, FL his current home, he enjoys connecting with family & friends, playing soccer, practicing martial arts, networking, laying on the beach, and traveling.