



JOHN & MARK X. CRONIN
Inspiration. Inclusion. Impact



SPREADING HAPPINESS & BUILDING A MOVEMENT



 johnandmarkcronin.com



WHO WE ARE

A FATHER AND SON WHO STARTED A MOVEMENT

The Duo Behind the Mission

Co-founders of John's Crazy Socks, this father-son team turned a shared dream into a global brand rooted in purpose and inclusion.

A Business Built to Spread Happiness

More than a sock company, it's a movement that celebrates ability, joy, and dignity. With every pair sold, they champion inclusion and possibility.

Leaders in Purpose-Driven Impact

John, an entrepreneur with Down syndrome, is the heart of the brand. Mark, a storyteller and strategist, amplifies their message to audiences worldwide — showing what's possible when you lead with purpose.



WHY AUDIENCES LOVE THIS TALK

MORE THAN A SPEECH — IT'S A MOMENT PEOPLE REMEMBER

John and Mark don't just speak — they connect. Their story of joy, family, and purpose leaves audiences laughing, crying, and ready to lead with heart. Whether on a stage or through a screen, their message lingers long after the applause.

What People Are Saying

"I've been coming to these events for years, this is the best presentation ever!"

— N2Y

"It was emotional, it was hilarious, and it was unforgettable."

— SHRM Attendee

"They reminded our team why we do this work."

— UCP of Central PA



WHAT WE SPEAK ABOUT

SPEAKING TOPICS THAT INSPIRE ACTION



Inclusive Hiring & Workplace Culture

- **Hiring Differently:** Why inclusion isn't charity — it's smart business
- **Spreading Happiness at Work:** Creating joyful, engaged teams
- **The Inclusion Advantage:** How diverse abilities strengthen companies

Entrepreneurship & Mission-Driven Business

- **Overcoming Obstacles:** John's journey to entrepreneurship
- **Building a Business That Matters:** Purpose at the core of growth
- **How Socks Built a Global Brand:** Mission, storytelling, and impact

Leadership & Public Advocacy

- **Policy with Purpose:** Creating change from the ground up
- **You See, I Can Do Anything:** Empowering others by example
- **Leading with Heart:** Building teams and trust through empathy



THE IMPACT

FROM SOCKS TO SYSTEMS CHANGE

John & Mark aren't just telling a story — they're changing the way people think about ability, leadership, and purpose. Here's a look at the impact their work is making around the world:

- 500,000+ Orders Shipped**
Delivered to customers in 91 countries — spreading happiness around the globe through mission-led commerce.
- 50%+ of Team Members Have Differing Abilities**
A real-world model of inclusive hiring that drives performance, pride, and purpose.
- \$800,000+ Donated to Charity**
Giving back is built in. Every purchase supports organizations like Special Olympics, Autism causes, and Down syndrome advocacy.



WHERE WE'VE SPOKEN

CONFERENCES, COMPANIES, CLASSROOMS — AND BEYOND

John and Mark have shared their powerful message on stages across North America — from global corporations and top universities to nonprofit organizations and leadership events. Their talks inspire diverse audiences to embrace inclusion, lead with purpose, and build workplaces that truly make a difference.

Trusted by Industry Leaders

John & Mark have delivered keynotes and workshops for top corporations, bringing purpose and inspiration to teams at:



Inspiring the Next Generation of Leaders

Their message resonates deeply with students, educators, and future leaders. Recent speaking engagements include:



Speaking Where Purpose Leads

From nonprofit galas to leadership forums, their talks have energized and united communities through events hosted by:



MEDIA SPOTLIGHT

OUR STORY HAS REACHED MILLIONS

From national news to global stages, John and Mark's journey has been featured by leading media outlets who recognize the power of their mission. Their message of inclusion, joy, and purpose continues to inspire audiences across industries and generations.



What People Are Saying

“

“This is so powerful — a presentation everyone needs to hear.”

— Johanna Banks

“Happiness has certainly been spread!”

— Sachie German Koufalis

“You both are amazing. Thank you for sharing this today!”

— Christina Johnsen

“Every HR Department in the country needs to hear this!”

— Healthfirst Attendee

LET'S WORK TOGETHER

BRING THE MESSAGE TO YOUR STAGE

John and Mark deliver more than just a talk — they create moments that move, motivate, and leave lasting impressions. Their unique story and message of inclusion inspire real connection, whether you're hosting a corporate event, leadership summit, or school assembly.

- Unforgettable keynotes, workshops, and fireside chats
- Inspire audiences to think differently about inclusion, entrepreneurship, and leadership
- Available for both virtual and in-person events
- Every session delivers joy, depth, and a powerful call to action





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THANK YOU

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