

Introduction



Keegan Johnson

Keegan is out to change the world, “One Movement at a Time”. As both an entrepreneur and non-profit executive, he has seen the power of collective action up close and has been obsessed with the questions of what sets teams on fire and just how powerful can massive action be.

Keegan is the founder and CEO of Zenzaga (www.zenzaga.com), a company focussed helping companies, communities and causes around the world, harness the power of **“Mass Motivation”**.

Prior to founding Zen Zaga, Keegan co-founded Ethoca, a for-profit e-Commerce fraud management company dedicated to eliminating fraud through collaboration. As President, he designed Ethoca’s flagship product and setup Visa, Mastercard, Bank of America, Walmart and over 200 of the largest eCommerce companies engaging them to work together to fight fraud.

At the same time, Keegan found out his first born son had a rare genetic disorder, called Prader-Willi Syndrome (PWS). He started a charity and became Executive Director of the Foundation for Prader-Willi Research. In this capacity, Keegan learned how to both inspire individual action and bring together organizations from around the world to work together. He co-founded an international fundraiser, called One SMALL Step (<http://onesmallstep.fpwr.org>) which spread to over 75 cities around the world.

Please welcome Keegan Johnson.