George Whitcher
Coder Who Cares

Make the complicated *click.*

A brand guide for a public speaker, developer, and digital strategist who makes technology useful, human, and easy to understand.

BRAND KIT / 2026



georgewhitcher.com

Technology should feel like a tool, not a test.

George Whitcher turns complex digital ideas into clear, human stories people can actually use. His talks connect technical judgment with the care required to make change stick.

The promise

Make the next step obvious.
Leave people more confident than you found them.



POSITIONING LINE

Deeply technical. Entirely human.

Use this line when the audience needs the shortest version of the story.

Care is necessary.

CLEAR

Say the useful thing first.

PRACTICAL

Name the next step.

HUMAN

Keep the heart in the room.

CURIOUS

Make room for better questions.

It is structural.

The brand voice is direct, generous, technically grounded, and warm enough to invite people in. George can talk about AI, SaaS, websites, and infrastructure without making the room feel like a classroom.

```
$ build --for=people
```

Talks built for the room.

01 WEB POWER UNLEASHED {/}

Fast, scalable, conversion-driven sites.

02 RISE OF THE MACHINES {/}

Surviving the AI era without losing the human voice.

03 DOES THE SHOE FIT? {/}

Choosing software that fits the work, not the hype.

Care, expressed in the details.

Color palette

Care Orange
#FA6900

Working Ink
#20242C

Warm Cream
#F4EFE5

Signal Blue
#26B9FF

Type and texture

LOUD HEADLINES

human emphasis

`technical detail / quiet signal`

Graphic language

Use brackets, signal lines, grids, orbit rings, and generous space.

Real rooms.
Real care.







Photography should feel candid, capable, and connected to a real audience. Favor stage light, gestures, eye contact, and evidence of participation over polished stock imagery.

BOOKING / PRESS georgewhitcher.com/contact/

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The person behind the practical ideas.

George Whitcher is a web and mobile application developer, digital strategist, IT administrator, and public speaker. He has been building professionally since 2006, developing mobile applications since 2013, and managing infrastructure since 2010.

At a glance

- **NOW Marketing Group**
  Leads web development
- **Belknap Mountain Web Services**
  Founder
- **Social Media Week Lima**
  Multiple-time speaker

George brings over two decades of hands-on experience to every room. He speaks like a practitioner - honest about the messy parts, generous with the lessons, and focused on what works in the real world. As a multiple-time Social Media Week Lima speaker, he makes complex technology and digital change clear, useful, and human. His through-line is simple: use the tools, keep the heart.

Deeply technical. Entirely human.

Approved short bio for event pages, speaker introductions, and press materials.