

Dave Carroll is an award winning singer-songwriter, professional speaker and social media innovator who began his music career with his brother Don in the band Sons of Maxwell. For over two decades, Dave has charmed fans with his approach to music. Dave's ability to extract the essence of a message and craft it into song is a rare gift that is attracting fans of all ages.

Known as a master storyteller, Dave's incredible talent was introduced to millions when his 2009 YouTube music video 'United Breaks Guitars' became a worldwide sensation. The song chronicled his experience in the customer service process with United Airlines. His creative use of social media to share that message has reached over 150 million people. United Breaks Guitars was named one of the five most important videos in Google's History.

The United Breaks Guitars trilogy has awakened companies everywhere to the importance of focusing on the customer and on delivering exceptional customer experience. Dave Carroll is a musician with a message, demonstrating the power one voice can have in today's socially driven world. Dave has become internationally famous as one of the world's top media relations innovators & customer experience authorities. He is also widely sought after as a content creator & songwriter.

Dave Carroll has been featured in major news media around the world (including ABC's 'The View,' ABC's 20/20, CNN, LA Times, Chicago Tribune, Rolling Stone Magazine, Wall Street Journal & BBC to name a few). Several case studies and book references about United Breaks Guitars have been published including one's by Harvard Business School, University of Toronto and a Thesis by Allison Soule for University of North Carolina at Chapel Hill.

Dave has testified (and sung) on Capitol Hill in Washington, delivered keynotes at Columbia University's Brite Conference, NewComm Forum, Mesh Conference, Atlantic Brand Confabulation (with Gene Simmons) , SXSW Interactive, The Power of PR CPRS Conference, G-Force Prague, G-Force Melbourne & other significant customer service & corporate events (including for RightNow Technologies & Sandvik Coromant).

In 2010 Dave's newest song and video 'Everyday Heroes' was released on 911Song.com. In a world where broken promises are commonplace, when it counts most, there are people willing to help strangers because they gave their word that they would. The essence of 'Everyday Heroes' is about these individuals keeping their promise to respond, regardless of who is in need or the unknown risks that may await the First Responders. As a volunteer firefighter himself for 5 years, Dave wrote 'Everyday Heroes' after being challenged by a friend to honour those who answer the call.

Dave Carroll is set to release a follow up to his solo album, Perfect Blue, in 2012. He is also currently writing a book about his customer experience: "**United Breaks Guitars: The Power of One Voice in the Age of Social Media.**" It is set to be published by Hayhouse in May 2012. Said to be 'one of the nicest guys in the business,' Dave Carroll is one of Atlantic Canada's brightest shining stars.