



JACOB BAADSGAARD

FOUNDER & CEO

Jake Baadsgaard started Disruptive Advertising as a side hustle in 2012. Since then, it has grown into one of the top-rated, reviewed, and awarded performance marketing agencies in the country, generating over \$150M in revenue and \$25M in profit.

Five years into this journey, Jake realized he was living a life that no longer felt authentic and finally answered the call to make serious changes. He shifted the purpose of his life and company to create a place that empowered people to grow by taking greater personal responsibility.

Too many people don't love the life and business they have built and struggle to make the change they know is needed. With Disruptive, Jake is on a mission to change that.

Jake envisions a world where only authentic brands and people win, where when you step into who you are, big things start to happen.

Jake has spent the last year building the best authenticity program that empowers people to remember and live in alignment with who they are— Disruptive University. He is writing a book trilogy exploring his journey. Most significantly, he has a vision for his life that has him more excited and challenged than ever before.



Been open for
12 years

Over \$150M
in revenue

\$25M in profit

WE SERVE

B2C Local
B2C National
Ecommerce
B2B

*It's not an adventure until
you don't know what is
coming next.*

-JAKE