



Francis Skipper

AUTHOR BIOS AND PRESS INFORMATION

So F***ing What?

The One Question That Wins Pitches, Kills BS, and Gets Results

MANUSCRIPT COMPLETE. LOOKING FOR THE RIGHT HOME.

ONE LINE

Francis Skipper is the author of *So F***ing What?* and the founder of Points South Consulting.

SHORT

Francis Skipper is a former chef and chemist who has spent twenty-five years in rooms where being wrong has consequences: regulatory compliance, pharmaceutical research, and two decades of agency work for enterprises including Novartis, AstraZeneca and Ericsson. He founded his first company in 2001 and Points South Consulting in 2019, and he now builds AI decision systems for businesses in complex, regulated industries. He writes at SFW:Unlocked.

FULL

Francis Skipper started at a bench in South Carolina as a formulations chemist and built websites at night under his own shingle. Since then: patent research and bioinformatics at Vertex Pharmaceuticals, regulatory compliance and ISO auditing inside Fujifilm, digital strategy for pharma and biotech at WPP, and ten years as an equity partner at 451 Marketing leading a team of twenty-five for clients including Ericsson, AstraZeneca, Hologic and Insulet.

In 2019 he founded Points South Consulting, where he builds AI decision systems for businesses operating in complex, regulated, high-stakes environments. He also worked on the digital marketing campaign for *The Intellectual Devotional*, a New York Times bestseller.

Twenty-five years of watching capable people do unfocused work produced one question he asks of everything: *so f***ing what?* It became a

framework, then a system, then a book: *So F***ing What?: The One Question That Wins Pitches, Kills BS, and Gets Results*. He writes weekly at SFW:Unlocked.

SPEAKING

More than 250 rooms: conferences, client boardrooms, internal teams, universities. Less often since 2020 than before it, but it never stopped. Topics: deciding what deserves to exist; why your oversight function can't keep up; the brief is where strategy dies.

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