



# Simon Hooper

*Content creator and outnumbered father of four daughters*

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Simon burst onto the social media scene in 2016 as 'Father of Daughters' after the arrival of twins – his family now consists of five women, one lone man and two sausage dogs.

Simon became aware of the lack of fathers taking up the online gauntlet, whereas mothers had been sharing their lives online for years. Simon wanted to lift the lid on what it's like to be a modern dad. Through his authentic, funny and unique approach, Simon reassures other parents that everyone has the same problems and issues – you are not alone in this parenting struggle.

Since starting his Instagram account, Simon has provided daily content, ranging from his humorous take on his day-to-day life being outnumbered by girls and children, through to his insights and guidance on parenting which he shares across all his social media platforms alongside photos and videos.

Simon uses his sharp sense of humour, coupled with a creative use of real life and honest images, to engage with his audience and generate discussion and comment.

Whilst Simon's followers are mainly in the UK, he has substantial numbers in Australia, the US, the Middle East and continental Europe. Simon has spoken on panels for the likes of Stylist Live and Facebook, and he has worked with brands such as Google, Unilever, Disney, Renault and many more. Simon is a Global Operations Director for a consultancy firm based in London. His first book, *Forever Outnumbered: Tales of Our Family Life* was published in May 2018 by Coronet.

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