



Simon Hooper

Social Media Talent & A Slightly Outnumbered Father of 4 Daughters.

Simon burst onto the social media scene as 'Father of Daughters' in February 2016, after the arrival of twins to his family – which now consists 5 women, 1 lone man and 2 sausage dogs.

Simon became aware of the lack of fathers taking up the online gauntlet and sharing their lives – something mothers have been doing for years. Simon wanted to lift the lid on what it's like to be a modern dad in an authentic, funny and unique way to reassure 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 been providing daily content, ranging from his humorous take on his day to day life being outnumbered by girls and children, through to insights and guidance on parenting across all his social media platforms by sharing photos and videos. He 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 Simons followers are mainly in the UK, he has substantial numbers in Australia, the US, the Middle East and Continental Europe and talks on panels for the likes of Stylist Live and Facebook. 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.