

DAVID MEERMAN SCOTT

Business Growth Strategist, Entrepreneur, VC Strategic Partner
WSJ Bestselling Author of Eleven Books, Latest is *Fanocracy*

TESTIMONIALS

“It was wonderful having David join us for B2BMX19. He was an amazing keynoter and our attendees loved his new topic!”
– *Events Marketing Manager, G3 Communications*

“Unexpectedly AWESOME is the best way I can describe listening to David Meerman Scott's presentation at PSMJ Thrive. Before David I had just about given up on using today's technology always claiming that it was Gen Z teenager's stuff. The impact David made on me and on the entire room of boomers is EXTRAORDINARY compared to the dozens of 'average' speakers that I've heard. I promise that your view of social media will change forever if you have the great fortune to hear David.”

– *Frank A. Stasiowski, FAIA, President, PSMJ | Resources, Inc.*

“David was a fantastic addition to the agenda of LinkedIn's event, ConnectIn Sydney. He was very easy to work with and took the time to understand our objectives suggesting ways that he could add maximum value. The session, "Content in Context", captivated our audience of sales and marketing professionals and left them wanting more.”

– *Nell Norman-Nott, Head of Marketing, LinkedIn Marketing Solutions ANZ*

“Energy, professionalism, numerous practical examples, sense of humor - these are the perfect characteristics of David's sensational speech during Harvard Business Review Poland's Elite Sales Program conference. David provided top level managers with tools, methods and applicable knowledge on selling in the world of new technologies. The speech was highly energetic and very practical. David's approach made the event one of the highest rated conferences organized by HBRP. I sincerely recommend David as a speaker – he makes the event absolutely memorable!”

– *Conferences & Events Director, Harvard Business Review Poland*

“David has truly opened our eyes to the latest trends in Real-Time Marketing. His passion and enthusiasm about the subject is inspiring. The powerful results he shared that can be achieved by embracing the “New Rules” of Marketing and Sales collaboration have left a lasting impression on our team. I am excited about implementing the ideas in the pursuit of revolutionizing the way we connect with our customers.”

– *VP Marketing & Technology – Geoservices, Schlumberger*

“David was the keynote speaker at our HPE Storage Marketing All-Hands team meeting and he KNOCKED IT OUT OF THE PARK! For an established business that deals with B2B relationships, he challenged the team's thinking of how our customers interact with us in a world of social media and ubiquitous information availability. I can't wait to see how our team rises to the challenge of the Real-Time Marketing mindset.”

– *Director of Product Management and Marketing, HPE (Hewlett Packard Enterprise)*

“Your keynote address was inspiring and beneficial. The way you brought marketing and the new age buyers' perspective to life was motivating and engaging to all members of the audience from start to end.”

– *Executive Director, Northwest Territories Tourism*

“The feedback is very positive and more than that you made all of us to think in a different way and to make us aware that we have to communicate more transparently and proactively. No fear.”

– *VP, Omnicom Spain and CEO, Ketchum Spain*

“It was an absolute pleasure to have you as a critical part of this very successful conference. I cannot tell you how many times I have heard the phrase “knocked it out of the park” in reference to your keynote session. And from a group of 1000+ sleepy financial planners at 8:00am on a Sunday morning. Impressive!”

– *Director of Professional Development, Financial Planners Association*

“Thank you again for being part of #2015EME and your keynote. We already received a lot of great feedback regarding your keynote from our attendees and our own staff.”

– *Head of Marketing, APSIS*

“David, Thank YOU! It was a smashing success. Your energy and message were perfect for our morning session. I am not surprised at all that you were mobbed with questions afterwards.”

– *Chief Development Officer, Woodmark Summit*

“David did great. I wanted energy the morning of the event and he delivered. Besides the energy, his message resonated with our partners in the audience as well as our internal Red Hat attendees. I would highly recommend him for other companies looking at ways to improve their marketing particularly around social media.”

– *Vice President of North American Partner Sales, Red Hat*

“David was absolutely awesome!! He really blew away the crowd, and I received countless comments on how much great info he shared and how entertaining he was.”

– *Manager, Interactive Programs, Produce for Better Health*

“I attended a Fortune Growth summit 4 years ago and heard David speak and he fundamentally changed the way I saw the future of marketing. For me, David finally answered the question I had been struggling with since the internet and social media became relevant in marketing. Since then, we have implemented many of David’s strategies with great success. Flash forward 4 years and we have the honor of David presenting to our entire sales and management team. Since I was already a David Meerman Scott fan, I was hopeful that our salesforce would see what I had seen four years ago and achieve that bridge between sales and marketing that is so critical. Imagine my pleasant surprise when the presentation not only blew our team away, but it was so fresh and up to date with great new pearls of wisdom that I received as much value as the team did.”

– *President and Co-Founder, AmeriFirst Mortgage Banking Group*

“David was fantastic. His presentation was spot-on as expected, and having him at our event was a major asset to all we’re doing here. From top management to the folks in the field, I heard rave reviews.”

– *Creative Director of Marketing, AmeriFirst Home Mortgage*

“David was amazing!”

– *Vice President Marketing & Promotions, Wicked Local*

“David knocked our partners’ socks off at the Microsoft Worldwide Partner Conference 2013. Out of 231 sessions presented this year at WPC, David again makes it into the coveted ‘Top Ten’ in Presenter Effectiveness. The lessons and examples he gives during his presentation provide our partner channel the insights and actionable tools they need to successfully market their businesses in the ever-evolving digital marketing age. I highly recommend David as both a speaker and author.”

– *Megan Casey, Microsoft WPC Business Leadership, Sales and Marketing Track Manager
Microsoft*

“The highest rated presenter at our Fortune Small Business magazine “Sales and Marketing Summit” – in front of hundreds of our nation’s top mid-market CEOs and executives – David cut through the jargon and provided a practical and example-filled presentation on how executives can actually utilize the Web 2.0 revolution to drive business to their companies.”

– *Verne Harnish, CEO, Gazelles Inc., Fortune Conference Group*

“David Meerman Scott was a keynoter for the 17th Annual Healthcare Internet Conference, a gathering of approximately 650 hospital and health system Web leaders. His keynote was a superb way to launch the 2nd morning of the annual conference with a nice blend of information, humor and energy. The session created a buzz of discussions, tweets and questions that carried through the meeting. He was on point and revved up the audience. Some comments from our attendees included: ‘Fantastic and thought provoking,’ ‘Wow, really blown away!’ and ‘Great presentation.’ From an administrative perspective, Scott was easy to work with, accommodating, met every deadline easily and was totally organized. I would highly recommend him if your audience needs to better understand how to be ready for a real time marketing world.”

– *Kathy Divis, President, Greystone.Net*

“David is one of the most popular speakers we’ve ever had at the Vocus User Conference. We’ve asked him to speak on three separate occasions and each one was better than the last. He does a great job using relevant and timely examples and engaging the audience. I believe any organization would be hard pressed to find a better speaker to discuss the convergence of marketing, public relations and social media.”

– *William R. Wagner, EVP & COO, Vocus*

“PwC hosted a series of events for Australian Non-Executive Directors with David Meerman Scott. The feedback we received from the Directors was outstanding. Through the use of case studies, stories and research findings, David managed to cut through the hyperbole and present a compelling picture of real time communication and the implications for business. Directors learnt about the role they can and should play as a catalyst for shifting mindsets to get companies engaged in social media. Thank you for an amazing session that is already inspiring change.”

– *Bruce Morgan, Chairman, PwC Australia*

“We’ve worked with David for over four years now. He has presented to hundreds of members of the Entrepreneurs’ Organization, who consistently comment that what he teaches has forever changed their businesses. David presents new ways of thinking about real-time marketing and brings simplicity to a sometimes complicated subject. His unique yet contemporary perspective has provided tremendous value to EOers all over the world. His unwavering engagement with the EO audience will take him to Buenos Aires, Argentina in November. We look forward to seeing him there and many other countries around the world for years to come!”

– *Leslie H. Baum, Senior Director of Global Learning, Entrepreneurs’ Organization*

“David Meerman Scott delivered on what he promised. His presentation to our group of entrepreneurs and business development professionals at the Engage: Succeeding in Marketing and Sales Conference hosted by Enterprise Saint John provided an easy-to-understand roadmap of how CEOs and marketing professionals can use Web 2.0 to find business in new markets. The attendees of the conference remained engaged throughout his talk and I have already received many requests for him to return as a speaker. I highly recommend David.”

– *Mark Taylor, CEO Delora Media and co-organizer, Engage: Succeeding in Marketing and Sales Conference*

“David had our audience of 600 marketers enthralled! Marketers love to be entertained, educated, and laughed at. And David did all three at our annual conference, Eloqua Experience. He brings a keen eye, wry humor, and passion to his presentation that had everyone at the conference buzzing and tweeting. Thank you, David!”

– *Brian Kardon, CMO, Eloqua*

“David truly imparted practical, innovative and accessible information and technology to not only the Tourism Industry of Belize but to many other representative “marketers” in both private and public sector! The reviews we’ve received for this workshop series are by far the most revered and complemented. He rocked the charts for social media and SEO analytics for our little country of Belize that day and although he may have been baffled by our present use of our “Yellow Pages” I believe he was more enchanted by the natural beauty of the country and it’s cultural and environmental diversity. His “Real-Time” action plan and king of content attitude kept our audience on the edge of their seats. He has a winning formula! And a beliezable name.”

– *Jim Scott, President, Belize Tourism Industry Association*

“I was looking for a big name speaker to kickoff for our inaugural B2B social marketing event in India. We set a very high bar: expert in B2B marketing, well-known, credible, with the ability to draw a very savvy, global-minded executive crowd. David has always been one of my favorite business authors and has been an inspiration for me and my team in building our worldwide marketing capability so he was a natural choice for me. Working with David on the event exceeded my expectations. He is professional yet personable and warm and is an engaging speaker. Our audience (#b2bconnect) really connected with David and his examples on real-time marketing. Would definitely recommend David if you’re looking to do the same.”

– *John Eng, Head of Marketing, Asia Pacific and Japan, LinkedIn*

“David gave a keynote address to kick-off our seminal event – B2B Connect 2012 – in Mumbai, India. He was very well informed and delivered his speech with high energy and passion. The audience was thoroughly engaged and given that they were 250 odd CMOs for the biggest firms in India, it was not the easiest audience to impress. David’s knowledge of social media and how it can directly influence B2B Marketing was impressive to say the least, and we are delighted that we had him at this important event.”

– *Hari Krishnan, Country Manager, LinkedIn India*

“David Meerman Scott delivered a social media masterclass for 35 senior managers from different functions and businesses of ITC. We were fortunate to get time from him. His sessions were engrossing and captivating, rich in content, very contemporary, simple yet focusing on real-time solutions. His enormous experience backed by his lucid, crisp and engaging delivery style left a lasting impression. Some of our participants have expressed their desire to work with him in building market leadership for our newer businesses by leveraging Social Media Platform. We look forward to develop an enduring relationship with David.”

– *Ashok Dutt, Vice President Learning & Development, ITC Limited, India*

“David Meerman Scott delivered a social media marketing masterclass for more than 300 people at the 11th edition of Brand Conclave, the biggest brand management workshop in India. It was a wonderful experience to have him here in Kolkata. The feedback from the delegates has been overwhelmingly positive. I have been handling this event for the past 8 years and I can say that this year’s event was exceptional on all fronts.”

– *Rajib Roy, Deputy Director, Confederation of Indian Industry*

“After listening to an audio version of David’s book, *The New Rules of Marketing & PR*, multiple times, I invited him to our headquarters to keynote a two-day “summit” for 12 company presidents and 48 marketing and sales executives. My motive was to catapult our companies’ marketing efforts into the 21st century. It turned out to be one of the top five summits I’ve had in 25 years. It transformed the way our companies think about marketing and PR. Plus, we got a ROI from the event within 48 hours. Instead of regurgitating theories, David gave us action items we could implement immediately to impact our bottom line. Our attendees didn’t have time to check their Blackberry because he moved so fast from idea to idea. When David signed a copy of his book for me, he wrote, ‘Remember Rick, you are what you publish.’ In today’s world, that says it all.”

– *Rick Jackson, Chairman & CEO, Jackson Healthcare*

“David changed our company! I had David present to our senior management team to help us better understand social media and accelerate our adoption of it. Our company has always taken a very traditional marketing approach and we needed to modernize our thinking. David’s incredibly relevant examples, common sense approach, and real world experience helped our team understand the value that we can derive from social media. He delivered in such a way that every one of our executives was enthralled by the content and he made the concepts actionable by a set of social media neophytes. After one of the most engaging presentations I have ever experienced, our company has now completely embraced social media and is already gaining tremendous value in our brand awareness and sales pipeline. Not to mention that this is just a lot of fun for everyone! Thank you David!”

– *Jim Baum, CEO, Netezza Corporation*

“The U.S. Air Force recently has gone through a transformation and David Meerman Scott has shown us how to ‘lose control of our message’ thus allowing all Airmen to be communicators for the Air Force. While employing this concept, we believe it’s possible to have any Airman anywhere discuss Air Force missions around the globe in a secure manner. David Meerman Scott delivered a keynote presentation to more than 300 senior Air Force Public Affairs professionals at the Air Force’s Professional Development Conference and since then, social media is catching on like wildfire. He’s been a tremendous asset to learn from and he’s willing to listen; his principles are sound and his advice is well received by leaders!”

– *Captain David Faggard, Air Force Public Affairs, The United States Air Force*

“When I first arrived at Ford Motor Company, there was one marketer that I knew we had to have speak to us – David Meerman Scott. His energy, his passion, and his creative storytelling combine to form a truly influential and powerful message that traditional communications and marketing staffs need to hear. Even though we’re already getting behind this kind of thinking at Ford, David’s style and experience energized our employees and really got them thinking about marketing differently.”

– *Scott Monty, Digital & Multimedia Communications Manager, Ford Motor Company*

“We’ve had the pleasure of working with David Meerman Scott on several occasions, and he never fails to deliver compelling insights. At our most recent gathering – a group of PR professionals from enterprises large and small – David was challenging and thought-provoking, but with a familiar humor that drew the audience in from the start. Ironically, the most revealing feedback came from one unfortunate attendee who had to leave early for another engagement. ‘This is great stuff,’ he said. As he slipped out the door, the pained look on his face said it all.”

– *Matt Toll, Marketing Director, Dow Jones Enterprise Media Group*

“David shakes up a room, and makes people rethink their marketing approach. His talk was able to move a group of CMOs from skeptics to converts, and showed why even the most traditional company must embrace the new rules. He makes participants face their fear of change, and gives them ideas they can take home and use that day. One of our best events to date!”

– *Kristi Hedges, Founder, Technology Marketing Alliance*

“David spoke at the Association for Strategic Planning’s Fall kickoff event in Boston and delivered a first-rate presentation. His use of examples, videos, and humor brought the room to life and kept the audience engaged. His strategies and advice are actionable and insightful. Everyone gave him top marks.”

– *Jennifer von Briesen, Boston President, Association for Strategic Planning*

“David came and addressed our group and we couldn’t be more pleased with the results. Many of us had already read his book *The New Rules of Marketing & PR*, so we were looking for those next level nuggets to help us take our game to a new level. David came through with a riveting session that sparked creative thought throughout the room. He did a great job of keeping it interactive and keeping everyone in the room involved and intrigued. We have already begun implementing many of the ideas that came out of David’s session.”

– *Josh Bernstein, Vice President, New York Islanders*

“David delivers! As one of 12 keynoters, David kicked off our “UNlearn” conference and mesmerized 450 business marketers from 27 states, earning the #1 speaker rating in our post-conference survey from among 55 keynoters and panelists in all, no small feat when you consider the many top marketers and authors who graced our podium.”

– Gary Slack, BMA Chairman, Business Marketing Association

“David’s talk was inspiring, energetic and entertaining. His recent event at the Harvard Business School Alumni Association of Boston attracted one of the largest audiences in our recent history and had great feedback from the attendees. Among the responses were: “This was the best event I have ever attended.” “Bring in more like this speaker!!! Those of us who graduated from HBS decades ago and have been laboring in the trenches within specific industries can easily lose touch with major external changes that are more obvious to our younger colleagues. This seminar was a real eye-opener!! Nice job!” “Great event! Fun to be a part of.” “I thought this speaker was both entertaining and informative” “This was probably the best HBSAB event I have attended: iconoclastic, informative, fun. Loved it!””

– Saeko Tsuchihashi, board member, Harvard Business School Alumni Association of Boston (HBSAB)

“David enthralled and inspired Australian audiences on his recent Social Media Masterclass tour. I have never seen an events with satisfaction scores uniformly so high. From corporate client groups, to rowdy social mediators, small blogging groups to large classrooms, David has the gift of making complex stories concise and memorable, and delivers with energy, humour and insight. Forget about the ‘guru’ tag, David is a Social Media Marketing Rockstar! We counting the days till the next tour.”

– Jennifer Frahm, Managing Director, Australia Social Media Masterclass

“Thanks for taking the time out of your busy schedule to speak to our group. Your session was rated very highly. As we had hoped, your session was a great launch to the conference, and the subsequent speakers were able to refer back to and reinforce many of your points throughout the next two days – always a plus. We really appreciated your insight, enthusiasm, and energy, and know our attendees did as well!”

– Cindy Thompson, Director, National Association of College Stores

“David Meerman Scott was the keynote speaker at the Giant Screen Cinema Association’s International Conference and Trade Show and he delivered a terrific 45 minute talk to more than 300 people. Delegates who attended said it was the single most important session of the conference. He gave delegates good, solid information to take back to their companies and use right away.”

– Gretchen Jaspering, President, Giant Screen Cinema Association

“David spoke at HubSpot’s Inbound Marketing Summit. His unique ideas and compelling presentation style kept the audience deeply engaged. We look forward to having David back at next year’s Inbound Marketing Summit.”

– Brian Halligan, CEO, HubSpot

“Time and again David delivers! I have had the pleasure of attending his speaking sessions and most recently hosting him for our local association of senior marketing executives. Always mind bending... always up to date... always chock full of the latest solid advice of what works... Your audience will be asking for more!”

– Brian C. Reed, CMO, BoxTone

“Folks are still talking about your presentation at the Ad Fed of NWPA. You promised to entertain, educate and motivate us to take action and you delivered. Now we are inspired to experiment more and apply these ideas to our business. Thanks!”

– Cathy von Birgelen, Program Director of the eMarketing Learning Center, The Center for eBusiness and Advanced Information Technology

“David Meerman Scott delivered the keynote at the MarketingProfs business-to-business forum. His presentation about viral marketing was upbeat, exciting and motivational. The 350 people who attended left David’s session energized and enthusiastic about implementing his ideas.”

– Roy Young, President, MarketingProfs

“My sincerest thanks for joining us at ICIC’s Inner City 100 Summit. Your session on The New Rules of Marketing and PR received rave reviews from the audience and, as a testament to how interesting and informative you were, we are still getting requests for extra copies of your book. The Inner City 100 companies in the audience will be better able to grow and scale their businesses as a result of your session.”

– David G. Latimore, President and CEO, Initiative for a Competitive Inner City

“David Meerman Scott spoke at our CRM Acceleration Summit as the marketing luminary sharing buyer behaviors and smart marketing trends that are driving message penetration today. We also offered David’s highly acclaimed book to every attendee, which was well received as a continuance to David’s presentation. Our only mistake was to not make David our keynote speaker and give him more presentation time as our audience of sales and marketing executives claimed that he had the best presentation and offered the most valuable information. I would strongly recommend David as a keynote speaker at executive level events.”

– *Tara Spalding, Vice President of Corporate Marketing, SugarCRM, Inc*

“Thank you for speaking at our conference. Your presentation was excellent, well-received and laid the groundwork for the remainder of the conference. What more could we have asked!”

– *Susan M. Chilcott, Vice President for Communications, American Association of State Colleges and Universities*

“I wanted to thank you for presenting at our event. Per the group’s feedback, everyone thought you did an incredible job! We also appreciate that you took the time to stay with us for the entirety of the event. We certainly hope to work with you again in the future.”

– *Michelle C. Daubar, Director of Communications, General Catalyst Partners*

“Thank you again for a first class presentation at our Leadership Conference! Your message was absolutely perfect and from my own perspective and background, it is amazing to see how many folks are still “clinging to the old ways” while there are some wonderful and exciting new avenues right at their own fingertips!”

– *Gwendolyn Wright, Customer Experience Manager, Neighborhood America*

“Thank you for helping make our ‘Insurance Media 2.0’ success. Attendees talked very favorably about your presentation in the many post meeting e-mails I received. The insurance industry doesn’t have an historical propensity for going outside the industry for expert speakers, but it proved to be a “home run” with our audience and attendees. Your content was very timely and delivered professionally and enthusiastically. I would not hesitate to recommend you to any other group.”

– *Walt Podgurski, Chairman & CEO, The Insurance Media Association*

“We originally hired David Meerman Scott to present at a breakout session of 75 senior Investor Relations Officers at the National Investor Relations Institute (NIRI) annual conference. The energy was awesome, and his presentation, originally planned for 75 people, expanded to be a Standing Room Only performance to almost three times that amount! Engaging and thoughtful, yet full of advice our clients could use the next day – that’s David.”

– *Bradley H Smith, Director of Marketing and Communications, Shareholder.com / NASDAQ*

“David, it was a pleasure meeting you and a real treat having you present for us. Everyone (including me) went home rethinking their approach to the web, their marketing and the world of possibilities open to them. I’ll let you know if we do anything REALLY exciting and what the results are. In any event, you’ll be hearing from us again, because I’ve already heard from several attendees that they want you back.”

– *Nora Nealis, Executive Director, National Cleaners Association*

“David Meerman Scott was live at our headquarters when he spoke to our worldwide sales and marketing team with live video and WebEx feeds to offices in three countries and many U.S. cities. David’s presentation was informative, interesting and the case studies made it immediately relevant to our business. Many of the global team members commented that they couldn’t wait to get back to their desks to try out some of David’s techniques. That’s exactly the response we had hoped to receive.”

– *Lori Sayde-Mehrtens, Director of Publicity, Wiley*

“David embodies two things every seminar or conference organizer wants in an expert speaker — he’s compellingly relevant and thoroughly professional. His innovative strategies for winning with content on the Web were eye-openers for attendees at Hanley Wood’s American Housing Conference. Meanwhile, David managed to boil a half-day’s worth of learning and value into the 20-minute time slot we’d allotted him — and, as they say in radio, he hit the post.”

– *Vince Giorgi, Vice President, Hanley Wood Marketing*

“In seconds, David perceived the interest and objectives of our audience—IT suppliers interested in conveying the value of their solution offerings to new customers. David’s presentation and style engaged our members immediately. His examples of “new” PR methodologies were relevant, timely, and enlightening. He gave all of us a lot to think about as we consider ways to better harness the power of the web for viral and closed-loop marketing. David will no doubt be hearing from our members, and we look forward to welcoming him back at a future event.”

– *Peggy Winton, Vice President, Membership, Sales & Marketing, AIIM, the ECM Association*

"David Meerman Scott really 'woke up' our hospital marketing/pr directors to the 'New Rules of Marketing & PR'. It was quite exciting and could have been a full day session, instead of just the keynote address. His understanding of new media is light years ahead of most people, and I was pleased to have a thought leader kick off my conference."

– *Susan Hassell, Vice President, QHR*

"I wanted to thank you for speaking at our Insurance Services of New England meeting. You were superb. You are an excellent speaker with a tremendous amount of information packed into your program, which was smart and very enlightening to our group. Your research and work are ground breaking for us media starved businesspeople. That is the good news. The bad news is no one will be as good in the future. Now what do I do?"

– *Lawrence L. McGlynn, Co-Chairman, Insurance Services of New England, LLC*

"I first heard the term Newsjacking used by David Meerman Scott. In fact he may have invented the term. That doesn't surprise me. I have heard David speak several times, and he has been so far ahead of the curve that the future appeared to be a straight line."

– *Dan Antion, Board Member of AIIM International*

"David, you delivered the most practical and powerful marketing presentation I've seen. Outstanding! Thank you!"

– *Tony Robbins, Robbins Research*

"David spoke at our Sales 2.0 Conference in San Francisco. The 500 sales leaders in the audience responded enthusiastically with tweets, selfies and swarms of people hanging out with him afterwards. He has the unique ability to serve up a rich cocktail of up to date, relevant, memorable and actionable information. His high energy speaking style is engaging, entertaining and enriching. He left the audience spellbound. David got the highest reviews of the 24 speakers we booked."

– *Gerhard Gschwadtner, CEO, www.sellingpower.com*

"For our leadership conference, we needed someone who could kickoff off the event with thought-provoking energy. David's high-octane delivery grabbed the audience from the moment he stepped onto the stage, and didn't let go for 45 minutes. The care David took upfront to ensure the content of his presentation hit just the right note was evident as he masterfully weaved his knowledge of the digital media landscape with humor and imagery that captured the imagination of our attendees. We couldn't have asked for a better way to launch our event and I highly recommend David to other association executives who are looking for a marketing expert who can get their leaders thinking "outside the bylaws."

– *Associate Executive Director of Membership, Marketing and Development, National Association of Elementary School Principals*

"David spoke at Synergy, Insight's Partner Forum event in Oct 2014. David's energy and enthusiasm, and his messages around content and real-time marketing helped attendees walk away with new content strategy ideas and less FEAR. David helped kick off our most successful partner event to date!"

– *Amy Protexter, VP Marketing, Insight*