

Mark Schaefer

Mark Schaefer is a globally-recognized keynote speaker, educator, business consultant, and author. His blog and podcast -- The Marketing Companion -- are at the top of the charts in the marketing field.

Mark has worked in global sales, PR, and marketing positions for 30 years and provides consulting services as Executive Director of Schaefer Marketing Solutions. Mark is also an advisor to B Squared Media and several tech startups.

He has advanced degrees in marketing and organizational development; holds seven patents; and is a faculty member of the graduate studies program at Rutgers University.

Customized for every audience, Mark's inspiring and memorable programs specialize in marketing and strategies for content marketing, digital marketing, social media, and personal branding. His clients range from successful start-ups to global brands such as Adidas, Johnson & Johnson, Dell, Pfizer, The U.S. Air Force, and the UK Government.

Mark is the bestselling author of nine path-finding books including the first book ever written on influence marketing. Mark's books are used as textbooks at more than 50 universities, have been translated into 12 languages, and can be found in more than 750 libraries worldwide.

Mark is also a popular and entertaining commentator and has appeared on many national television shows and periodicals including the *Wall Street Journal*, *Wired*, *The New York Times*, *CNN*, *National Public Radio*, *CNBC*, *the BBC* and *the CBS NEWS*. He is a contributing columnist to *The Harvard Business Review*, and *Entrepreneur Magazine*.