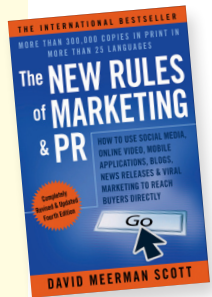


# David Meerman Scott

MARKETING AND SALES STRATEGIST



David Meerman Scott is an internationally acclaimed marketing and sales strategist, author of eight books (including three international bestsellers), advisor to emerging companies, and professional speaker on topics including marketing, sales, and social media.



He is the #1 international bestselling author of *The New Rules of Marketing and PR*, now in its fourth edition with more than 300,000 copies sold in more than 25 languages from Bulgarian to Vietnamese.



## SPEAKING TOPICS

### NEW RULES OF MARKETING & PR:

How to use social media, blogs, news releases, online video, and viral marketing to reach buyers directly

### GROW YOUR BUSINESS NOW:

How to instantly engage your market and connect with customers in real time

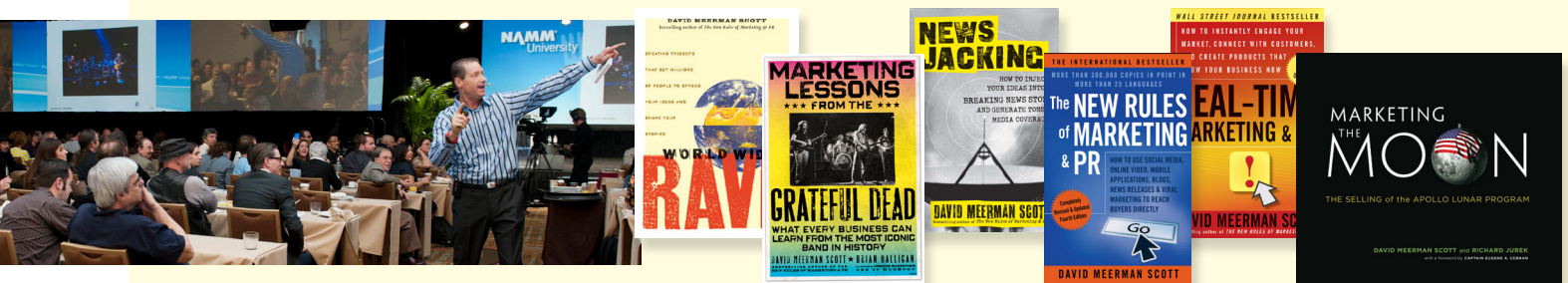
### AGILE SELLING IN A REAL-TIME WORLD:

How to succeed in a world where buyers are now in charge

“ ENTERTAINING  
MOTIVATIONAL  
CREDIBLE  
DYNAMIC  
BOLD  
PASSIONATE  
HUMOROUS  
FRESH  
PRACTICAL  
CAPTIVATING  
ENGAGING  
ACTIONABLE  
ENTHUSIASTIC  
ACCESSIBLE ”

## DAVID MEERMAN SCOTT'S PRESENTATIONS COMBINE THREE INGREDIENTS: **EDUCATION, ENTERTAINMENT, AND MOTIVATION.**

David has presented at events in more than 40 countries on 7 continents to audiences including consumer goods companies, B2B businesses, entrepreneurs, small business owners, nonprofits, and more. Top firms and organizations have engaged Scott to present at conferences, expos and meetings, among them: Cisco, HP, PwC, GenRe, SAP, Google, Microsoft, McCormick, Nestle Purina, Amdocs, Jackson Healthcare, Ford Motor Company, Century 21, The New York Islanders, Self Storage Association, Vocus, Mosaic, Direct Marketing Association, South-by-Southwest, National Healthcare Marketing Summit, Kronos, Public Relations Society of America, National Geographic, Ingram Micro, Abbott Medical Devices, NASDAQ Stock Market, the Government of Ontario, McKesson, U.S. Air Force, U.S. Marine Corps, Digital River, Hill & Knowlton, Dow Jones, SAS, National Investor Relations Institute, The Milken Institute, Entrepreneurs Organization, International Health Forum, Credit Union National Association, Giant Screen Theater Association, Realtors® Conference, National Agri-Marketing Association, Belize Tourism Industry Association and many, many more.



### CLIENTS SAY

**“Ranked number 3 in overall satisfaction among 224 presenters at the Microsoft Worldwide Partner Conference.** Very impressive.

Thank you for delivering a session that our partners felt was very valuable. I look forward to working with you next year.”

—**Susan Sibert**, Senior Partner Skills Development 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

**“PwC recently 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. Thank you for an amazing session that is already inspiring change.”

—**Bruce Morgan**, Chairman, PwC Australia

**“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 the private and public sector!** His real-time action plan and king-of-content attitude kept our audience on the edge of their seats.”

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

**“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.”

—**Brian Kardon**, CMO, Eloqua

### TO LEARN MORE OR TO BOOK DAVID FOR YOUR NEXT EVENT:

**web:** [www.DavidMeermanScott.com](http://www.DavidMeermanScott.com)  
**twitter:** @dmscott

**blog:** [www.WebInkNow.com](http://www.WebInkNow.com)  
**voice:** 617 513 9548

**email:** [David@DavidMeermanScott.com](mailto:David@DavidMeermanScott.com)  
**video:** [www.dmscott.tv](http://www.dmscott.tv)