David Meerman Scott

Marketing Strategist, Keynote Speaker, Bestselling Author at

Boston, MA, US

Leading Social Media and Marketing Speaker for Companies and at Conferences Worldwide

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Description

After NewsEdge was acquired by The Thomson Corporation, my position as vice president of marketing was eliminated. I was fired. Sacked. My ideas were a little too radical for my new bosses.

This was in 2002, one of the worst job markets in history.

So I started my own business to refine my ideas, work with select clients, and teach others through writing, speaking at conferences, and conducting seminars for corporate groups. The subject of all this work: Reaching your buyers directly to drive more revenue.

Since then, many new forms of social media have burst onto the scene, including blogs, podcasts, video, virtual communities, Twitter, Facebook, Foursquare, Instagram, and many many others. But what's the same about all the new Web tools and techniques is that together they are the best way to communicate directly with your marketplace.

My 2007 book "The New Rules of Marketing & PR" opened people's eyes to the new realities of marketing and public relations on the Web. Six months on the BusinessWeek bestseller list with over a quarter of a million copies sold in more than 25 languages from Bulgarian to Vietnamese, "New Rules" is now a modern business classic.

My other international bestsellers include "Real-Time Marketing & PR" and "Marketing Lessons from the Grateful Dead" (written with HubSpot CEO Brian Halligan) and my most recent books "Newsjacking" and "Marketing the Moon" (written with Richard Jurek and with a foreword from Gene Cernan, the last man on the moon) are generating tremendous buzz.

I serve on the advisory boards of Board of advisors of HubSpot, GrabCAD, ExpertFile, VisibleGains, GutCheck, the Grateful Dead Archive at UC Santa Cruz, HeadCount, and Nashaquisset.

I deliver keynote speeches at conferences and company meetings all over the world.

Availability

Keynote, Panelist, Workshop, Author Appearance

Industry Expertise

Computer Software, Computer Hardware, Media - Online, Advertising/Marketing, Internet, Social Media, Direct Marketing, Public Relations and Communications, Computer Networking

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Topics

Marketing, Leadership, Social Media, Public Relations, Newsjacking

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Affiliations

Sample Talks

GROW YOUR BUSINESS NOW

Size and scale are no longer a decisive advantage. What counts today is speed and agility.. While your competitors scramble to adjust, you can seize the initiative, open new channels, and grow your brand.Learn how to how to instantly engage your market, connect with customers in real-time, and create the products and services that grow business right now.

NEW RULES OF MARKETING & PR

The web has profoundly changed the rules. Smart marketers now communicate with buyers through content-rich Web sites, blogs, YouTube videos, e-books, and other online media that buyers actually want to consume and are eager to share. Filled with dozens of case studies and real-world examples, this a practical discussion about the new reality of PR and marketing.

BUSINESS LESSONS FROM THE GRATEFUL DEAD

What every business can learn from the most iconic band in history. The Grateful Dead broke almost every rule in the music industry book. They encouraged their fans to record shows and trade tapes; they built a mailing list and sold concert tickets directly to fans; and they built their business model on live concerts, not album sales. Learn key innovations from the Dead's approach you can apply to your business.

REAL-TIME MARKETING & PR

Wake up, it's revolution time! Gone are the days when you could plan out your marketing and public relations programs well in advance and release them on your timetable. It's a real-time world now, and if you're not engaged, then you're on your way to marketplace irrelevance. Caught up in old, time-consuming processes, too many companies leave themselves fatally exposed by flying blind through this new media environment. You don't have to be among them.

Past Talks

Northwest Territories Tourism

Spectacular Northwest Territories

The new rules of sales and marketing

Growth Summit Moscow

Real-Time Marketing

MarketingProfs B2B Forum

Inbound 2012 keynote featuring Cyndi Lauper
HubSpot Inbound 2012

Real-Time Marketing & PR
Apple Specialist Marketing Corporation Fall Conference

Real-Time Marketing & PR
Confederation of Indian Industry Brand Conclave

Real-Time Marketing & PR
GfM Swiss Marketing Association

New Rules of Marketing & PR
Microsoft Worldwide Partner Conference

Real-Time Marketing & PR Masterclass
Harvard Business Review Polska event

Education

Kenyon College
BA with distinction Economics

Accomplishments

International speaking accomplishments
To date, I have delivered presentations in 41 countries around the world and on all 7 continents.

Testimonials

Susan Sibert
"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."

Verne Harnish
"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."

Bruce Morgan
"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. 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."

William R. Wagner
"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."

Brian Kardon
"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!"

Rick Jackson
"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. 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."

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