

# Grover Righter

**Guerrilla Marketing Scientist at Lever10**

San Francisco, CA, US

Sheeple Antidote! At Lever10, developing creative and effective B2B marketing initiatives harness the evolving world of online media

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## **Biography**

As the Guerrilla Marketing Scientist at Lever10, Grover is focused on Science-Based Marketing programs and runs a backplane of analytic engines measuring email, SEO and social media effectiveness. He has worked on every major know Marketing Automation Platforms, including Eloqua, Marketo, Pardot, HubSpot and Leadformix.

Grover has been working in the high technology sector since 1981. He began as a mathematician and design engineer and has been instrumental in the design and development of major technologies at RMS, Inc., AT&T, Unisys and Novell. But every time Grover built a product, he was immediately recruited to 'sell it', irrespective of the presence of another sales team within the organization. Eventually Grover used up his lifetime limit of sales meetings as an engineer and was moved into Marketing.

After some formal training at INSEAD, Grover went on to help the Novell marketing team grow from \$560M to \$970M in revenue in a single year. He then went to SCO, where he was part of the IPO team. He has held many executive marketing and sales positions at public and private companies since then.

Grover has degrees in Math and EE/CS, with minors in Latin and Classical Studies. He has also completed the International Marketing program at INSEAD.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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## **Industry Expertise**

Management Consulting, Social Media, Internet, Business Services, Telecommunications, Direct Marketing, Media - Online, Advertising/Marketing, Wireless

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## **Areas of Expertise**

Integrated Marketing, Demand Generation, Lead Generation, Online Advertising, Science-Based Marketing, Mobile Content, Sales and Business Development, Big Data, Data Scientist

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## **Sample Talks**

### **Data-Science Driven Marketing**

How B2B Marketing can finally approach the level of science and measurement possible in B2C marketing, using real-world examples from Salesforce Eloqua Marketo Act-On and HubSpot

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## Event Appearances

### KEYNOTE SPEECH

Experience!Tech 2008 Conference

**Next Generation P2P Music and Film - DRM, Paid for Pass-Along and Other Legal Distributed Computing Models and the Entertainment Industries**  
Digital Hollywood at CES

### Next Generation of Mobile Content

Mobile Broadband & Content Conference at CES

### Web 2.0

Communitech Tech Leadership Conference

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## Education

### Brigham Young University

BS, CS/EE Minor in Classica Studies

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## Accomplishments

### Guerrilla Marketing Scientist – Lever10

Lever10 is a B2B marketing services team focused on radically improving the effectiveness of our client's programs. Our team of experts delivers science-based, outsourced marketing program services for B2B companies. Our typical client needs demand/lead generation and complex list development, including part time CMO services if needed. We also do custom engagements for science-based marketing program development and analysis with Fortune 1000 technology companies.

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