

Howard Wyner

**Chief Executive Officer and Chief Marketing officer at
Scentiments**

Miami/Fort Lauderdale Area, FL, US

CEO/CMO, Scentiments.com

Biography

Scentiments.com was one of the first online discount fragrance retailers. I have over 12 years in the online business marketing strategies and has become an expert in Internet marketing. Scentiments began in a garage and today is No. 376 in the Internet Retailer Top 500 Guide. Scentiments was voted a HOT 100 site for 2009 and for 2011. The company has earned the Bizrate award for eleven years. This success can be attributed to integrating old school strategies with new age ideas and creative marketing.

Availability

Keynote, Panelist, Workshop

Industry Expertise

Internet

Areas of Expertise

Customer Service, Online Marketing, Brand Advocacy

Affiliations

eMarketing association

Event Appearances

Marketing Strategies - Social Loyalty
IRCE 2012

Opening Keynote: Cross-Channel Retail Marketing Roundtable
Retail Marketing Virtual Conference and Expo 2012

Leverage customer service to engage consumers and drive repeat sales.
Etail East 2011

Education

Florida Atlantic University
Bachelors Accounting

University of Florida - Warrington College Of Business
Bachelor of Science Finance

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