

# **Jeff Taylor**

**Author at Author, "Bigger Than The Widget"**

Raleigh-Durham, North Carolina Area, NC, US

Author, Bigger Than The Widget

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## **Description**

Experienced and innovative marketing leader with a specialty in channel marketing, development, and sales. Led companies in the high-tech, financial services, SaaS, and physical security industries in channel strategy, program development, lead generation, and market segmentation efforts.

Author of "Bigger Than The Widget", a book about building customer relationships that transcend the products and services of a company. All profit from the sale of the book goes to The V Foundation for Cancer Research. Active blogger at [www.biggerthanthewidget.com](http://www.biggerthanthewidget.com).

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## **Availability**

Keynote, Panelist, Author Appearance

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## **Industry Expertise**

Advertising/Marketing, Social Media, Direct Marketing

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## **Topics**

Channel Management, Relationship Marketing, Channel Marketing, Social Media, Customer Experience

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## **Affiliations**

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## **Sample Talks**

### **Are You Bigger?**

How connected are you to your customers? Will they leave you for a better price or a new feature? How many of your customers are Fanatics?

We will explore these difficult questions and learn about ways to build a community of loyal customer Fanatics. Using provocative ideas (Are the Four P's Dead?) and real-world examples of companies and organizations that have transcended their products, the audience will start to rethink how they engage their customers to drive "sticky" relationships.

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## **Past Talks**

**Are You Bigger?**  
LinkedIn Live

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## **Education**

**Vanderbilt University - Owen Graduate School of Management**  
MBA Marketing

**California Polytechnic State University-San Luis Obispo**  
BS/BA Marketing

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## **Accomplishments**

**VAR Business, Top 100 Channel Chiefs - 2006**

Annual recognition of most influential channel leaders in the technology industry.

**Author, Bigger Than The Widget**

The book is about brands and the relationships that create uncommon customer connections. All proceeds go to The V Foundation for Cancer Research.

**Marketing Communications Innovation - 2008**

Awarded by Summit International for a project that used predictive analytics as the driver for content personalization in marketing communications.

**Multi-channel Marketing Excellence - 2008**

Awarded by the National Association of Database Marketing for excellence in cross platform marketing program execution.

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