

# **Mark Evans**

**Principal at Mark Evans Consulting**

Toronto, ON, CA

Startup Marketer, Brand Storytelling, Author

---

## **Description**

I help startups and fast-growing businesses tell better stories (AKA marketing).

My strength is delivering "foundational" strategic and tactical services - core messaging, brand positioning, marketing strategies and content creation - that establish and accelerate a company's marketing efforts.

I recently published a book, *Storytelling for Startups*, that provides entrepreneurs with strategical and tactical guidance on how to embrace the power of story-driven marketing

Before starting ME Consulting in 2008, I worked with three startups, and was an award-winning technology reporter with the National Post, Globe & Mail and Bloomberg News.

---

## **Availability**

Keynote, Panelist, Workshop, Author Appearance

---

## **Industry Expertise**

Internet, IT Services/Consulting, Advertising/Marketing

---

## **Topics**

Startups, Entrepreneurship, Startup Marketing, Marketing Strategy Development

---

## **Affiliations**

Canadian Association of Marketing Professionals, Carleton University Alumni

---

## **Sample Talks**

### **The Value of Core Messaging and Storytelling**

A look at why it is important for any business to know who they are and how they meet the needs of customers so they can deliver strong and compelling stories to target audiences.

### **Marketing Communications/B2C Sales**

Mark Evans of ME Consulting emphasizes the importance of storytelling for startups and explains how it can be used as a strong marketing communications tool.

## **The Power of Brand Storytelling**

A talk that looks at the value and benefits of storytelling to engage with target audiences and drive deeper connections and relationships. This includes examples of small and large brands that have successfully used storytelling to differentiate and break through the noise.

---

## **Past Talks**

**The Power of Storytelling**  
Startup Grind

---

## **Education**

**Carleton University**  
Bachelor of Journalism

---

## **Accomplishments**

### **Author**

I published *Storytelling for Startups*, a book that shows entrepreneurs how they can embrace the power of story-driven marketing. The book, which is a #1 best-seller on Amazon, is a guide that offers strategic and tactical insight.

---

[Please click here to view the full profile.](#)

This profile was created by [Expertfile](#).