

## Curriculum Vitae

### **Jeremy Amshu Roberts, M.B.A.**

Marketing Executive/Adjunct Professor of Marketing/Servant Leader

#### **CONTACT INFORMATION**

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#### **EDUCATION**

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- D.B.A.            Doctor of Business Administration Candidate  
(Candidate) May 2023  
University of the Incarnate Word, San Antonio, TX, USA  
*Concentration: Business Administration*
- M.B.A.            Master of Business Administration  
Graduated: December 2006  
Tulane University, New Orleans, LA, USA  
*Concentration: Marketing and Management*  
*Activities & Societies: American Marketing Association, Finalist in the  
Freeman School Rebuilding New Orleans Contest*
- Fall 2005 (Attended while displaced during Hurricane Katrina)  
Boston University, Boston, MA, USA  
*Awards: Winner and Record Breaker of the 2005 Boston University  
PharmaSim Marketing Simulation Contest*
- B.B.A.            Bachelor of Business Administration  
Graduated: December 2001  
St. Mary's University, San Antonio, TX, USA  
*Major: Marketing and Management*  
*Activities & Societies: Lambda Chi Alpha International Fraternity, American  
Marketing Association, Ethical Debate Team*
- Diploma          High School Diploma  
Graduated: May 1996  
St. Mary's Hall, San Antonio, TX, USA  
*Activities, Societies, & Awards: Centennial Citizenship Award, Community  
Service Award, Varsity Lacrosse, Varsity Soccer*

## PROFESSIONAL EXPERIENCE

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### **Prosperas** 2021 - Present

#### *Senior Vice President, Global Marketing*

I am a consultant acting as the head of global marketing and am responsible for all aspects of marketing and sales enablement and oversees marketing strategies and efforts to strengthen the company's market position and achieve desired business goals. This includes product marketing, marketing and sales operations, branding and design, lead generation, and customer onboarding and retention. This role will execute in the trenches and provide the executive team with strategic leadership from a market and product perspective.

### **Adobe** 2018 - 2023

#### *Senior Strategic Value Advisor*

Internal advisor to sales and consulting teams and external consultant to account sales teams that have difficulty closing customers. In 2022, I achieved \$2.3M in sales with an average ASV of \$300k per deal closed and worked with customer executives to support conversations around thought leadership, strategic solution advice, and expert consultation on value management to support customer co-innovation, digital transformation, and business process performance improvement. I delivered strategic recommendations and roadmaps aligned with and drove the customer's business goals while guiding them through their marketing and organization transformation based on Adobe best practices.

#### *Enterprise Solutions Consultant – Strategic Accounts (Healthcare & Life Sciences)*

I provided strategic technical support for the Healthcare team working with Adobe's Top 40 accounts. Helped our customers explore the path to digital transformation and how Adobe's products, solutions, and platforms can support their digital transformation efforts and help to empower their teams and achieve their overall digital-related goals. Lead technical sales cycles from discovery to commitment and into value realization. I led strategic solution conversations and technical demonstrations using tailored use cases throughout this cycle. In addition, I showed how the Adobe Experience Cloud could solve a breadth of business challenges and bring value to my customers.

#### *Solutions Consultant – Corporate*

I helped Fortune 500 and Fortune 100 companies explore the path to digital transformation. I helped them understand how Adobe's products, solutions, and platforms can benefit their digital transformation efforts and help to empower their teams and achieve their overall digital-related goals. Through strategic mapping, consulting, and education, I provided technical support, strategy, and expertise on the entirety of the Adobe Experience Cloud.

### **#AnalyticsTODAY Podcast** 2015 - Present

#### *Podcast Co-Host*

Co-hosted by Jeremy Roberts and Sameer Khan, #AnalyticsToday is a podcast focused on Big Data and Analytics and the latest trends in the digital world. This podcast has produced more than 50 episodes and has been downloaded more than 30,000 times worldwide. View my digital marketing & analytics podcast at <http://www.analyticstodaypodcast.com>.

**Left Brain + Right Brain**

2017 - 2022

*CEO*

Left Brain + Right Brain is a strategic go-to-market consultancy that brings together the best talent in business development, strategy, digital marketing, and IT to empower local and international businesses seeking to penetrate new markets. We follow the principles of data, analytics, research, and digital transformation to build custom go-to-market solutions that drive timely, measurable, and realistic results for our clients. We believe in integrating science with art, numbers with facts, and quantitative with qualitative data to achieve success. Whether it is building out demand generation engines to drive new customers, launching a new product from 0 customers to its first 50 customers, or helping international companies penetrate the US market, we develop lean go-to-market plans to bring it all to fruition with ease.

**Acxiom**

2016 – 2017

*Director, Partnership Marketing*

Brought into Acxiom to build out and lead Marketing for the Partner Sales division at Acxiom, where my team is responsible for supporting the Partner Sales team, building strategic relationships with key partners, and driving growth in revenue for Acxiom's Tier 1 clients. Worked alongside sales executives to drive strategic planning, build relationships, build media and content plans, and design GTM activities for clients and partners in the Americas, EMEA, and APAC.

I collaborated with the Partner's Marketing leadership to develop a phased GTM plan to drive brand awareness, top-of-the-funnel leads, pipeline growth, and bottom-line revenue. GTM plans included Search, paid media, print and media content creation, sales enablement, sales training, and events.

**IBM**

2015 – 2016

*Worldwide Lead, Product Marketing, Customer Analytics*

Responsible for the end-to-end go-to-market marketing strategy and execution of IBM's Customer Analytics portfolio (Tealeaf, UBX, Watson Customer Experience Analytics). This included content creation, content marketing, market intelligence, product positioning, product messaging, sales enablement, evangelism, and product launch.

During the First 6-months, I was asked to lead the launch of IBM's newest analytics API, Universal Behavior Exchange (UBX). Since the launch, I have led a team of worldwide Product Marketing Managers responsible for IBM's Marketing and Analytics Solutions portfolio across North America, EMEA, and APAC. In addition, to complement the launch of UBX, I developed and launched the UBX Business Partner joint-marketing program aimed at building joint PR, events, demand gen, content, and thought leadership.

I led the launch of the IBM Customer Experience Analytics portfolio. This includes go-to-market strategy, messaging, buyer journey and narrative, sales enablement, acquisition marketing, retention marketing, content strategy, and creation for a worldwide team.

Also, I developed the division's Thought Leadership Initiative to develop further and promote client outreach, product education, customer engagement, and evangelism. Led the IBM Competitive War Room for Marketing Analytics. Digital Analytics Association: Corporate Advisory Board Member. Designated external speaker for IBM, invited to and asked to speak at technology and marketing conferences and conventions.

## **Harland Clarke**

2013 – 2015

### *Senior Manager, Digital Marketing and Media*

Recruited by Harland Clarke to design, develop and grow innovative digital marketing capabilities through internal and client development for Harland Clarke's Fortune 500 clients, including Retail Channels, Private Label, and Direct markets product lines. Responsible for the client's complete marketing experience.

I built and managed a high-performance marketing team that oversaw 13 eCommerce brands across the division. Built demand gen engines and managed eCommerce for B2C brands simultaneously with a collective annual revenue of \$54M. Brands include Walmart, Sam's Club, Costco, Office Depot, Mary Kay, Intuit, and Rodan & Fields. In 2014, our team exceeded expectations by growing online marketing revenue (in a YoY declining market) by 20% while maintaining a profitable ROI and with a 10% decrease in the annual budget. This includes taking some brands out of the red for the first time in 5 years.

I built and managed a high-performance marketing team of experts, a company-shared service that oversees the tactical functions of the online marketing channels for 50 (internal and client) sites.

For each client, I used our CRM, Site Catalyst, Google Analytics, and customer data feeds to create a weekly KPI scorecard that helps me build a customer LTV report, customer SOW and market opportunity, and customer product usage analysis to determine how best to approach and grow each client. Then, I sell them by adding additional marketing channels, tools, and programs to help drive revenue.

Served as company digital marketing expert and internal and external marketing consultant. Asked to speak at conferences, events, and client presentations on potential partnerships and business development.

## **Rackspace**

2008 – 2013

### *Marketing Programs Manager – Social Media Marketing*

I was selected by management to pioneer Social Media Marketing at Rackspace, targeted explicitly at the engagement and conversion of Fortune 1000 Enterprise clients. My mission was to create awareness and engagement for Rackspace and elevate the voice of Promoters to build relationships that enable the lead-to-sales process through increased engagement and conversion.

Lead Social Marketing programs development for Rackspace. Subject matter expert for demand generation driven through social media platforms (Facebook, Twitter, LinkedIn, Google+, YouTube), specifically around building socially integrated marketing programs in new markets. The development includes market discovery and research, resource planning and building, program planning and development, execution of the program, program analytics, program integration with other departments, program training, and management.

I led the RFP and implementation process for a global social listening and engagements platform. I facilitated executive buy-in and integration of the platform with various internal teams. I also developed and trained internal subject matter experts across the company on utilizing the new platform for listening, reporting, and workflow management.

I developed and launched a social thought leadership program to battle the dominance of AWS in the cloud market space. Focus on utilizing the internal expertise and building exposure and syndication channels targeted on dominating key markets that define industry thought leadership.

Developed and led all social selling training and materials for the sales enablement program targeted at internal and external sales teams in the US and UK. This program seeks to enrich and empower sales reps by training them on the fundamentals of marketing and enabling them with the techniques to become self-sufficient. In addition, I developed quotas and goals around the programs to drive achievement and accountability. The program has been endorsed and supported by LinkedIn corporate offices.

#### *Marketing Programs Manager – Enterprise Marketing*

Manage day-to-day marketing programs concerning Rackspace's SMB and Enterprise Marketing efforts with P&L responsibility for programs from concept, creation, build, and analysis to growth. Work closely with Creative Agency, Channel Sales, Product, Product Marketing, Finance, Legal, and Sales to express the strategies and visions of the marketing department and its monthly campaigns and goals. This includes new program creation and development and campaign creation for demand generation programs for domestic and international markets.

Manage Rackspace Marketing Trade outs for Key Suppliers to Rackspace (e.g., F5, EMC, Brocade, Commvault, HP Symantec). Developed Co-Marketing and MDF Programs to further build Demand Gen opportunities with Technology and Solutions Partners (e.g., Dell, Microsoft, F5, EMC, VeriSign).

I developed the Rackspace expert educational series using online media placement and social media to promote better the Hosting industry and Rackspace services.

Grew hosted SharePoint from a \$0 product to a \$20M product in 3 years. I helped drive revenue through farming existing accounts, lead generation, and partner value add sales. Developed Regional Flooding local events series to increase prospect engagement from target markets with Rackspace and its product experts.

Led monthly rookie orientation program for all incoming Rackers for the marketing department.

Castle (Headquarters) official tour guide for Rackspace Briefing Center.

#### *Media Programs Manager – Demand Generation*

Oversaw external marketing initiatives for online, print, and search campaigns. For example, for Rackspace, I collaborate with vendors to create lead generation campaigns that help Rackspace maintain its position as the leader in hosting.

I managed a \$15m annual budget for all Demand Gen activities while exceeding month-over-month lead goal targets and reducing cost per lead by 30%.

Responsible for media planning, media buying, campaign development, campaign analytics, search engine optimization, search engine marketing, budget planning, and new lead

generation opportunities, all within the realm of building optimized lead campaigns that create month-over-month growth for Rackspace. Coordinated and managed all marketing trade-outs concerning research, negotiation, and contracts.

I managed online marketing efforts for domestic and international markets, including the United States, Hong Kong, Australia, Canada, and Latin America. In addition, I developed a testing saturation model for marketing channels to explore growth opportunities.

**Ninja Marketing Consultants**

2011 – 2015

*Head of Operations & Principal Consultant*

Ninja Marketing Consultants LLC is a Texas-based digital marketing company specializing in creating strategic online marketing programs for businesses working locally and across borders. We have 2 primary offices in San Antonio, TX, and Jeddah, Saudi Arabia. We focus on the digital marketing mix strategy to differentiate ourselves. In addition, our proprietary campaign attribution system provides maximum returns on online marketing investments.

**Cavalcade Productions**

2000 – 2004

*Director of Marketing*

Regional producer of music-themed special events and Latin, Rock, and Pop concerts. Managed events' operations and project life cycle, including contract negotiations, logistics, staffing, and marketing. Maintained relationships with talent agencies and sponsors. I supervised up to 50 people per event, mostly temporary help.

**Mundofut**

1997 – 2000

*Office Manager*

Independent wholesaler of athletic apparel and accessories primarily from Mexico to more than 500 retail stores in the United States with annual sales of \$4 million. Managed existing customers and created new accounts. Supervised 4 sales managers, setting sales goals and training to achieve targets. Maintained accounts receivable/payable for 500 stores and coordinated daily incoming/outgoing international shipments.

**TEACHING EXPERIENCE**

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**Texas A&M University-San Antonio**

2016 – 2017/2020 – Present

*Adjunct Professor of Marketing*

MKTG 5369: Digital Marketing

*Graduate Course*

In this graduate-level course, MBA students will learn digital marketing as part of digital transformation. It will provide a framework for developing marketing strategies in digital environments and an understanding of where marketing acts as the driving force of the business. In addition, it will discover the intersection of tactical and strategic digital marketing and how to navigate the digital marketing world so that students are ready to take on any challenge.

MKTG 3311: Principles of Marketing

MKTG 3343: Digital Marketing

MKTG 3363: Social Media Marketing

*Undergraduate Course*

Students will learn about the fundamentals of marketing, modern marketing concepts, components of a strategic marketing plan, basics of marketing channels, and the ethical use and responsibility of using social media. Students will gain a greater understanding of a career in marketing. Students will gain a greater understanding of a career in marketing and be ready to contribute on day 1.

**Northeast Lakeview College (b/o Texas A&M University-San Antonio)** 2022 – Present  
MKTG 3311: Principles of Marketing

*Undergraduate Course*

Member of the pilot faculty team teaching Texas A&M University-San Antonio (TAMUSA) courses on the Northeast Lakeview College (NLC) campus to NLC students seeking their associate's degree. This program would allow NLC students to take TAMUSA courses for transferable credit and help to motivate them to continue to TAMUSA to earn their four-year degree post associates degree.

**New Apprenticeship (formerly Digital Creative Institute)** 2015 – 2022

*Instructor/Mentor/Advisor*

Since New Apprenticeship was founded in 2015, I have worked with the executive team to help develop and build courses for each incoming marketing apprentice cohort. I teach 3 courses: Bootcamp Presentation Pitch, Content Marketing & Lead Generation, and Digital Strategy.

**Launch San Antonio** 2018 – 2019

*Marketing Instructor/Mentor*

I mentor startups, small business owners, and budding entrepreneurs on marketing strategies and tactics. In addition, I teach a free marketing roundtable series and help people with their marketing and business needs.

**Sanford-Brown College San Antonio** 2013 – 2014

*Adjunct Professor of Marketing & Advertising*

I was recruited by Sanford-Brown College as an adjunct professor to teach marketing, branding, and advertising courses at the San Antonio campus. This fantastic opportunity allows me to take my passions beyond the workplace and into the classroom. Every week, I share my experiences with energetic and eager-to-learn students who want to learn real-world marketing and practices to prepare for the workplace on day 1. My classes included: Consumer Behavior, Social Media Marketing, Mobile Advertising, Business Marketing, Search Engine Marketing, and Search Engine Optimization.

**RESEARCH & SCHOLARLY ACTIVITIES**

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Ford, W., Lewis, A. C., Hurley, T., Fekrazad, A., **Roberts, J.**, Kahn, S., & Hurley, C. (2018). When to invite customers in your shoes: Empathy and motivation to review. Southwest Psychology Association Annual Conference, Houston, Texas.

Lewis, A. C., Ford, W., Hurley, T., Fekrazad, A., **Roberts, J.**, Kahn, S., & Hurley, C. (2018). Which lens to put on? Consumers' empathy response to online reviews. Southwest Psychology Association Annual Conference, Houston, Texas.

## **BOARD SERVICE / ADVISORY EXPERIENCE / PUBLIC SERVANT**

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### **City of San Antonio City Council Candidate** 2023

*Candidate for City Council – District 1*

Candidate for City Council for the City of San Antonio, representing District 1 in the May 2023 election. District 1 covers much of downtown San Antonio, including central and north central San Antonio and has approximately 137,000 residents. Of the 137,000 residents, 80,000 are registered to vote.

### **VIA Transit Community Council (VIA Metropolitan Transit)** 2021 – Present

*Council Member*

*VIA Policy Sub-Committee Lead*

A committee member of VTCC, established by the VIA Board. I served as a transit ambassador and liaison to provide community feedback on several topics, including planning, potential growth, and community outreach. VTCC members represent frequent riders, civic organizations, the business community, neighborhoods and suburban cities, the armed forces, centers in education, and the hospitality and tourism industry.

### **SAWS Community Experience Committee (San Antonio Water System)** 2021 – Present

*Vice-Chair*

The Community Experience Committee (CEC) focuses on maintaining a constant dialogue with our neighbors by educating and seeking feedback from a diverse group of community-oriented individuals on a range of topics to improve the overall customer experience. With many opportunities to connect with customers online and in the community, it's more important than ever to ensure we meet customer expectations and even go above and beyond whenever possible.

### **San Antonio Hispanic Chamber of Commerce** 2020 – Present

*Board of Directors, Marketing, Membership, & Education Committees*

Member of the San Antonio Hispanic Chamber of Commerce Board of Directors.

*SA to DC Small Business Chair*

2022

*Leadership San Antonio*

Member of Class 37

2012

Steering Committee Member, Class 42

2017

### **American Red Cross – South and Central Texas Area** 2018 – Present

*Chair-Elect/Board of Directors*

Board Member of the South and Central Texas Area chapter of the American Red Cross, serving all counties from Laredo, TX, up through New Braunfels, TX, covering 13 counties in South and Central Texas.

### **St. Anthony Catholic School** 2018 – Present

*Board of Directors*

Managing Board Member of the St. Anthony Catholic School, serving and supporting the marketing and development committee on all matters concerning fundraising, development, and overall school branding and marketing efforts.



**Northeast Lakeview College** 2019 – Present

*Social Media Marketing Advisory Committee Member*

I was selected to join an Advisory Committee for Northeast Lakeview College in developing and releasing a new Social Media Marketing degree. In addition, we are tasked with helping to identify the curriculum and courses necessary for a student earning the degree to be relevant and hireable upon graduation.

**City of San Antonio Airport Advisory Commission** 2022 – 2022

*At Large Appointee*

The primary purpose of the AAC is to advise the City's Aviation Director on policies affecting the San Antonio International and Stinson Municipal Airports. In addition, Commissioners function as advocates for the San Antonio Airport System and encourage participation from the community, airlines, regulatory agencies, and other beneficiaries of air transportation in developing its Strategic Plan.

**City of San Antonio Small Business Advisory Commission (District 9)** 2021 – 2022

*Chair & District 9 Appointee*

The Small Business Advisory Commission was established on February 18, 2021, by Mayor Ron Nirenberg and City Council (Councilwoman Dr. Adriana Rocha Garcia) to review upcoming policies, regulations, and issues affecting small businesses outside of the SBEDA Ordinance, and provide recommendations to City staff, Mayor, and City Council.

**City of San Antonio Small Business Evaluation Committee** 2022 – 2022

*Evaluation Committee Member*

The Small Business Evaluation Committee's purpose is to review, evaluate, and consider all ARPA-funded RFPs specific to small business RFPs through the City of San Antonio.

**The Leukemia & Lymphoma Society** 2021 – 2022

*2022 Students of the Year Leadership Team*

As a member of the Leadership Team, my role is to continue the success and growth of the Students of the Year campaign by securing and supporting a potential 30 high-impact candidates to meet and exceed the revenue budget and fundraising goals.

**Hill Country Rover Rally** 2015 – 2021

*Co-Founder & Board member*

Hill Country Rover Rally is an annual nonprofit off-road event created independently by Land Rover enthusiasts across South and Central Texas. Our goal is to host an inexpensive Rovering event that is fun for family and friends, where Rover fanatics can enjoy off-roading and comradery in a safe and controlled environment. Hill Country Rover Rally is an independently owned 501C3 nonprofit organization not affiliated with Land Rover. In 2019, this event became North America's largest Land Rover off-road event.

**SXSW EDU 2020** 2020

*Mentor/Advisor*

I was selected as an education, digital marketing, and digital career mentor and advisor for businesses and students attending and participating in SXSW EDU 2020.

**Ron Nirenberg 2017 Mayoral Election** 2017

*Campaign Advisor – Online Marketing & Community Outreach*

Before running for Mayor, I advised Ron Nirenberg on his San Antonio District 8 City Council campaign. I again advised him during his 2017 mayoral election campaign that he won. I focused on branding, positioning, and digital marketing usage to support his campaign.

**Julian Castro 2009 Mayoral Election** 2008

*Campaign Advisor – Online Marketing & Community Outreach*

I advised Julian Castro during his 2009 mayoral election campaign that he won. I focused on his go-to-market strategy for his online campaign and community outreach using online marketing channels. Julian Castro was Mayor of San Antonio from 2009 to 2014. In 2014, he was appointed as the US Secretary of Housing and Urban Development. He also is a Presidential candidate for the 2020 Presidential elections.

**Diversity and Inclusion Committee Member** 2013 – 2015

*Harland Clarke*

**Diversity and Inclusion Committee Founding Member** 2010 – 2013

*Rackspace*

**Exhibits & Education Committee Member** 2014

*Witte Museum*

**AWARDS & ACKNOWLEDGMENTS**

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2022 San Antonio Hispanic Chamber of Commerce – Small Business Innovator of the Year Award

2022 Amazing Adjunct Spring 2022 for Texas A&M University-San Antonio

2022 American Red Cross Contribution of 120+ volunteer service hours as a Board Member, Mission Committee Chair, Community Volunteer Leader, and Disaster Relief Operation Volunteer

2021 Adobe Community Leader Award

2020 Addy Awards: Bronze & Silver for “What Will It Take” COVID-19 Prevention Campaign

2019 Addy Awards: Gold for Best Website for VisitSanAntonio.com

2019 Addy Awards: Gold for Best Overall Interactive for VisitSanAntonio.com

**PROFESSIONAL SPEAKING & ADVOCACY**

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I have spoken at dozens of conferences, customer events, and partner events over the past 20 years with audiences of up to 500. My typical focus areas are digital marketing, MarTech,

data, analytics, demand generation, marketing strategy, and social media. Listed are notable events that I have participated in. In addition, I have also spoken as a representative of city public services and the City of San Antonio on various topics, including nonprofits, small businesses, economic development, and growth.

**34<sup>th</sup> Global Conference on Business & Finance (GCBF Hawaii)**

*Reducing the Financial Inclusion Gap through Digital Transformation*

*Presenter*

Virtual

**1<sup>st</sup> Ibero-American Summit on Business Innovation and Sustainability**

*Evolution of Marketing and Technology to Enhance Business*

*Presenter*

Bogota, Colombia

**American Red Cross Hurricane Ian Telethon 2022**

*KSAT 12 On-Air Spokesperson*

San Antonio, TX

**American Red Cross Hurricane Fiona Telethon 2022**

*KSAT 12 On-Air Spokesperson*

San Antonio, TX

**SMBWorld 2022**

*Six Pillar Framework for Enabling Digital Transformation*

*Presenter*

Remote, TX

**AABRI Fall 2021 Virtual Conference**

*Adobe's Role in Enabling Digital Transformation During the Pandemic*

*Presenter*

<http://www.aabri.com/Virtual21F/F21VC011.html>

Virtual

**UWIBC Annual Conference 2021: Six Pillars of Digital Transformation Needed to Endure the Pandemic**

*Presenter*

Link to view the event: [https://youtu.be/DQWHNBaC\\_s](https://youtu.be/DQWHNBaC_s)

Remote, TX

**Adobe Experience Cloud: Changing the World Through Digital Experiences 2021**

*Presenter*

<https://aem-solutions-q4.dxfieldmarketing.adobeevents.com/sep2/>

Remote, TX

**American Red Cross Quad State Tornadoes Telethon 2021**

*KSAT 12 On-Air Spokesperson*

San Antonio, TX

**American Red Cross Hurricane Ida Telethon 2021**

*KSAT 12 On-Air Spokesperson*  
San Antonio, TX

**American Red Cross Tropical Depression Imelda Telethon 2019**

*KSAT 12 On-Air Spokesperson*  
San Antonio, TX

**American Red Cross Hurricane Barry Telethon 2019**

*KSAT 12 On-Air Spokesperson*  
San Antonio, TX

**The Impact of Data Analytics in the World of Marketing (McGill Data Network) 2021**

*Panel Moderator*

Link to view the event: <https://www.youtube.com/watch?v=SlccKC9vXz4>

Remote, TX

**MDX 2019**

*Presentation Title: 3 Keys to Building a Strong Marketing Ecosystem – Marketing Technology, Marketing Practices, Team Innovation*

Austin, TX

**American Red Cross Hurricane Michael Telethon 2018**

*KSAT 12 On-Air Spokesperson*  
San Antonio, TX

**MDX 2018**

*Presentation Title: 3 Critical Capabilities to Support the Customer Journey & Personalization 2018*

Austin, TX

**MarTech Conference 2017**

*Presentation Title: Marketing in the Open Garden – Connecting your marketing ecosystem at the data layer*

Link to View Speaking Session: <https://vimeo.com/218846038>

San Francisco, CA

**MarTech Conference 2016**

*Presentation Title: The Fragmented Marketing Ecosystem*

The Presentation was Featured in Forbes

*Five Marketing Lessons from MarTech 2016: Where Marketing And Technology Collide*

Link to Article: <https://www.forbes.com/sites/shephyken/2016/03/26/five-marketing-lessons-from-martech-2016-where-marketing-and-technology-collide/#4f7d050f251b>

San Francisco, CA

**Gartner IT Symposium 2016**

*Presentation Title: The Fragmented Marketing Ecosystem*

Orlando, FL

**Digital Summit – Atlanta 2016**

*Presentation Title: The Fragmented Marketing Ecosystem*

Atlanta, GA

**Digital Summit – Dallas 2016**

*Presentation Title: Digital Marketing – It's about evolution, not revolution*

Dallas, TX

**Digital Summit – Minneapolis 2016**

*Presentation Title: Digital Marketing – It's about evolution, not revolution*

Link to View Speaking Session: <https://slideslive.com/38897745/digital-marketing-its-about-evolution-not-revolution>

Minneapolis, MN

**IBM Amplify 2016**

*Presentation Title: The Fragmented Marketing Ecosystem – Integrating Customer Experience with Data and Analytics*

Tampa, FL

**Customer Experience for Financial Services (CXFS) 2016**

*Master of Ceremonies*

New Orleans, LA

**Dreamforce 2012**

*Presentation Title: Social Sales Revolution*

San Francisco, CA

Contents of Curriculum Vitae are current as of January 13, 2023