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Mark W. Schaefer Professional Credentials

Core competencies

- Marketing strategy
 - Corporate workshops and training
 - Keynote speaker/event host
 - International sales and marketing
 - Social media marketing
 - Talent development and team-building
 - Strategic planning and execution
 - Change management
 - Content marketing
 - Organizational development
- 30 years experience in sales, public relations, marketing, and eCommerce. Currently serves as:
 - Executive Director, Schaefer Marketing Solutions LLC
 - Adjunct marketing professor, Rutgers University MBA Program
 - Client list includes Adidas, AT&T, Dell, Scripps Networks, Pfizer, U.S. Air Force, Lexis Nexis, Keystone Foods, Johnson & Johnson, TriStar Products, U.K. government, Cliffs Natural Resources, Cisco.
 - Author of *The Content Code: Six Essential Strategies to Ignite Your Content, Your Marketing and Your Business* (2015 Amazon Publishing). The first book of its kind to focus on the economic value and strategy behind content transmission. Best-selling content marketing book of 2015. Named by INC magazine as one of the top five marketing books of the year.
 - Author of *Social Media Explained* (2014 Amazon publishing) a path-finding examination of social media marketing through the eyes of marketing executives and business owners. Best-selling social media book of 2014. Used as a text book at many universities.
 - Author of *Return On Influence*, (2012 McGraw Hill) Business best-seller and top-selling PR and marketing book on Amazon (March-April 2012). Translated into seven languages. Winner of 2012 American Library Association business book of the year award. Currently in more than 600 academic libraries worldwide.
 - Author of *The Tao of Twitter* (2012 and 2014 McGraw Hill) Best-selling book on Twitter in the world. Among top 50 internet marketing books of the year and top five business communication books (Amazon). Used as a textbook at more than 50 universities. Translated into six languages.
 - Co-author *Born to Blog* (2013 McGraw-Hill), Amazon's top-selling book on business blogging.
 - Regular contributor to *The Harvard Business Review*.
 - Internationally-recognized blogger at {grow} www.businessesGROW.com/blog. [Advertising Age](#) "Power 100" global marketing blog.

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- Co-host The Marketing Companion Podcast. Contributing columnist to *Harvard Business Review*.
- Top-rated instructor at Rutgers University, with emphasis in digital marketing, social media, content creation strategy, personal branding through social web
- Mark Schaefer is an internationally-known marketing consultant and has appeared in *The Wall Street Journal*, *Wired*, *Entrepreneur*, *The New York Times*, *The London Daily Mail*, *CNN*, *CBS News*, many others.
- Recent national and international recognition includes:
 - Top 10 world personalities mentioned by CMOs on Twitter (2014)
 - Top 10 people most re-tweeted people by marketing professionals (2014)
 - [#2 Blogger followed by CMOs](#) (2014)
 - [Top 50 most re-tweeted people](#) by mid-sized businesses (AdWeek 2014)
 - Top 10 Speaker at SXSW 2014 rated by PR News and Hubspot
 - Forbes Top 50 Social Media “Power Influencers” (2014)
 - Forbes Top 20 international social selling experts (2014)
 - In 2013, inducted into the East Tennessee Writer’s Hall of Fame.
 - 2012 International Twitter User of the Year (Tweet Smarter)
- Founder, Social Slam national conference
- Seven international patents for new product innovations. Have worked in 20 nations.
- 27 years in industrial PR, sales, and marketing, working with Fortune 500 companies such as Coca-Cola, Anheuser-Busch, Nestle, Heinken, and many other companies.
- **Recent keynote speaking engagements:** Oxford University, SXSW, American Public Power Association National Conference; Digital Dealers National Automotive Conference, International Economic Development Conference; National Association of Government CIOs; Social Media Week New York City and London, Content Marketing World, Social Media Marketing World, Institute for International and European Affairs (EU Think Tank), Word of Mouth Marketing Conference Tokyo.
- **Education:** Journalism degree – West Virginia University; MBA – Claremont (CA) Graduate University (studied under Peter Drucker); Masters in Applied Behavioral Sciences – Bastyr (WA) University
- Other graduate level education includes Statistical Process Control (Luftig & Associates); Creating Strategic Leverage (University of Chicago); eCommerce Strategy (Wharton Business School); Supply Chain Management Graduate Certificate Program (Lehigh University)