

# JAY BAER

## B I O

Jay Baer, CSP is:

- One of fewer than 200 living members of the Professional Speakers Hall of Fame
- An inductee into the Word of Mouth Marketing Hall of Fame
- An experienced pro, having given hundreds of insightful, humorous presentations world-wide
- A renowned business strategist
- A popular emcee and event host
- A *New York Times* best-selling author of six books
- An advisor to more than 700 companies since 1994, including Caterpillar, Nike, The United Nations and 32 of the FORTUNE 500
- An entrepreneurial success story, having started five multi-million dollar businesses from scratch
- Founder of Convince & Convert, a strategy consulting firm that helps prominent companies gain and keep more customers through the smart intersection of technology, social media, and customer service
- A media brand. Jay's Convince & Convert Media division runs the world's #1 content marketing blog, multiple podcasts, and many other education resources for business owners and executives
- An active venture capitalist and technology advisor, as well as an avid tequila collector
- A go-to source for the press including NPR, USA Today, Time, Real Simple, CBC and many more
- Host of the popular Social Pros podcast, named the best marketing podcast in the 2015 Content Marketing Awards



**MICHELLE JOYCE**  
— SPEAKERS —

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