

# MARK SCHAEFER

## BIO

Mark Schaefer is a globally-recognized keynote speaker, educator, business consultant, and author. His blog {grow} is hailed as one of the top marketing blogs in the world.

Mark has worked in global sales, PR, and marketing positions for more than 30 years and provides consulting services as Executive Director of Schaefer Marketing Solutions.

He has advanced degrees in marketing and organizational development; holds seven patents; and is a faculty member of the graduate studies program at Rutgers University. For three years, Mark studied under the late Peter Drucker (a world-renowned consultant and author, hailed as the founder of modern management).

Customized for every audience, Mark's programs specialize in marketing strategies for content marketing, digital marketing, social media, and personal branding. His clients range from successful start-ups to global brands such as Adidas, Johnson & Johnson, Dell, Pfizer, The U.S. Air Force, and the UK Government.

Mark is the author of six best-selling marketing books: *KNOWN*, *Social Media Explained*, *Return on Influence*, *Born to Blog*, *The Content Code*, and *The Tao of Twitter* – named the best-selling book on Twitter in the world. *Return on Influence* was named to the elite list of top academic titles of the year by the American Library Association, which declared it an “essential” and “pathfinding” book. *The Content Code* was named one of the top five marketing books of 2015 by INC. Magazine. Mark's books are used as textbooks at more than 50 universities, have been translated into 12 languages, and can be found in more than 750 libraries worldwide.

He is the co-host of *The Marketing Companion*, one of the top 10 marketing podcasts on iTunes.

Mark is also a popular and entertaining commentator and has appeared on many national television shows and periodicals including the *Wall Street Journal*, *Wired*, *The New York Times*, *CNN*, *National Public Radio*, *CNBC*, the *BBC* and the *CBS NEWS*. He is a regular contributing columnist to *The Harvard Business Review*.



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