

# MARCUS SHERIDAN

## BIO

**Marcus Sheridan** is a highly sought-after international keynote speaker known for his unique ability to excite, engage, and motivate audiences.

In 2017, *Forbes* named Marcus "One of 20 Speakers You Don't Want to Miss." He has been dubbed a "Web Marketing Guru" by the *New York Times* and featured in *Inc.*, *The Globe and Mail*, *Forbes*, and many more.

As an owner of IMPACT, Marcus has established one of the most successful digital sales and marketing agencies in the country. Within his speaking company, Marcus Sheridan International, Inc., he gives more than 70 global keynotes annually where he inspires audiences in the areas of sales, marketing, leadership, and communication.

*Mashable* rated his book, *They Ask, You Answer*, the "#1 Marketing Book", and *Forbes* listed it as one of "11 Marketing Books Every CMO Should Read".

Learn more at **[MarcusSheridan.com](http://MarcusSheridan.com)**.



**MICHELLE JOYCE**

— SPEAKERS —

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# MARCUS SHERIDAN

## LONG BIO

**Marcus Sheridan** is a highly sought-after international keynote speaker known for his unique ability to excite, engage and motivate live audiences with his simple yet powerful, transformational business approach. Marcus has been dubbed a “Web Marketing Guru” by the *New York Times* and in 2017 *Forbes* named Marcus one of 20 “Speakers You Don’t Want to Miss.” Not one to be limited to the stage, Marcus is most often found walking through the crowd, calling audience members by name, and bringing them into his presentation.

As author of the content marketing guidebook, *They Ask, You Answer*, Marcus has not only inspired thousands to achieve their potential but has given them the tools they need to get there. *Mashable* rated his book the “#1 Marketing Book” to read in 2017, and *Forbes* listed it as one of “11 Marketing Books Every CMO Should Read.” Marcus has been featured in the *New York Times, Inc., The Globe and Mail, Content Marketing Institute, Social Media Examiner*, and many more.

Marcus has spoken to companies such as Cisco, Bass Pro, Discover Card, Microsoft, eBay, McKesson, Cision, Whirlpool, Moe’s, Genpact, Love Funding Group, and more. He has inspired thousands of audiences and helped millions of people from all over the world to achieve their own success with his “They Ask, You Answer” philosophy.

But Marcus’ story didn’t begin on the stage. It started with a business being created and run out of the back of a beat-up pickup truck. Marcus’s experience of saving his swimming pool company, River Pools and Spas, from the economic collapse of 2008 has been featured in multiple books, publications, and university case studies around the world. From its humble beginnings as a three-man company, to one of the largest manufacturers and installers in the country, River Pool and Spas has the most visited pool website in the world, with over 750,000 hits a month.

Marcus’s experience as an entrepreneur and business owner, who had successfully saved his company, led him to opportunities to share his story and help others. What started as speaking from the stage eventually turned into what is today IMPACT, one of the most successful digital sales and marketing agencies in the country.

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