

Alyssa Dver

CEO at Mint Green Marketing

Westborough, MA, US

Biography

Alyssa Dver takes the uncertainty out of marketing. Whether deciding if your company should be tweeting, blogging, sending newsletters, buying lead lists or going to tradeshow, Dver provides straightforward explanations to marketing concepts so you can decide on the best marketing programs for your business and get on with it. BusinessWeek and American Express OPEN have both recognized Dver. She is the CEO of her global consulting company, Mint Green Marketing. Her marketing books, "No Time Marketing" and "Software Product Management Essentials" have sold over 30,000 copies. Writing for publications such as Entrepreneur, Forbes, and Software Magazine and interviewed by The Boston Globe, NPR and Newsday, Dver is a media go to for marketing. Dver speaks several times each month at events such as the New England Expo, Business Connect and MA Family Business Centers. A Wharton graduate and AIPMM certified product manager, Dver is a frequent guest lecturer at business schools and corporate trainings.

Availability

Keynote, Panelist, Workshop, Author Appearance

Industry Expertise

Corporate Training, Advertising/Marketing, Women

Areas of Expertise

Sales Leads, Profits, Marketing, Social Media, Marketing Effectiveness, Marketing Spend, Product Management, Marketing Decision Making

Sample Talks

Collateral Damage: Is marketing sucking the profits out of your company?

Whether hiring internal staff or outsourcing marketing services, every company worries if they are making the right marketing decisions. business pages? This presentation helps executives who work with, but are not themselves, marketers to audit and optimize their company's social media and marketing spend. Attendees learn to: 1. Align company marketing strategy, personnel, and programs 2. Put the right measurements in place for revenue and profit growth 3. Evaluate use of company resources

Education

The Wharton School at the University of Pennsylvania
Bachelor of Science Economics

Accomplishments

Featured in AmEx OPEN Forum

BusinessWeek's Female Entrepreneur to Watch

Alyssa was chosen as one of eight female entrepreneur's to watch by BusinessWeek.

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