

Bob Davis

Managing and Creative Director at Scenario Communications

Sacramento, California Area, CA, US

Marketing Guy

Biography

Bob Davis is a brand marketing expert who teaches organizations how to build deeper, more authentic relationships with their customers and clients. He is an engaging speaker, consultant and thought leader in the future of emotional marketing, experiential events and organizational leadership. Bob has consulted with organizations across very diverse industries in media, publishing, arts, healthcare and national non-profit membership based organizations including many small and medium-sized businesses. During his presentations he lays out specific strategies and tactics that build more meaningful relationships between organizations and the customers and inspire audiences to take a fresh look at the future of their organizations. Bob also shows how to apply useful concepts across every aspect of your organization, including sales, marketing, and management.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Events Services, Corporate Leadership, Management Consulting

Areas of Expertise

Brand Development, Experiential Events, In-Bound Marketing

Affiliations

Walk for Hunger (2004-2007) Board of Directors, Run with Santa to benefit Young Life Organizer, Italian Festival to benefit Big Brothers Big Sisters Founder, Ribstock BBQ Festival to benefit County Food Bank Founder, Food Bank of El Dorado County (2004 - 2007)

Education

San Jose College

Business, Marketing

San Jose

NA Marketing

Testimonials

Gary Deverman

I have never seen anyone else with the expertise to guide a Board through a strategic planning process and while doing so engage the members in taking ownership of the plan they produce. Bob is innovative in his approach to planning, marketing and messaging. He helps the organization effectively focus its efforts on the mission and those they serve. Bob is innovative in his approach to planning, marketing and messaging. He helps the organization effectively focus its efforts on the mission and those they serve. Bring Bob Davis in and you move to a new level of organization and leadership performance.

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