Bob DeStefano

President at SVM E-Marketing Solutions

Somerset, NJ, US

Online Marketing Strategist & Professional Speaker

Biography

Bob DeStefano is an online marketing strategist and professional speaker with over 15 years experience helping companies leverage online marketing to produce bottom-line results. If your attendees want better results from their marketing and want to learn strategies they can put to work immediately, Bob is the marketing speaker you are looking for. Through his speaking, writing and consulting, Bob?s goal is to make online marketing understandable and empower business leaders with actionable tips and strategies they can put to work to generate leads and sales, strengthen relationships with customers and measure the return on their marketing investments. Since the birth of the commercial Web in the early 1990?s, Bob has been helping business leaders create successful online marketing strategies. Bob?s online marketing career began as a strategic planner for Dean Witter, Discover & Co. specializing in Internet and online marketing strategies. At Dean Witter, Bob spearheaded the creation of the company?s first Website. As president of SVM E-Business Solutions, a leading B-to-B online marketing agency, Bob has worked with a wide variety of companies, from Fortune 500 companies to small family-owned businesses, to help them leverage online marketing to achieve bottom-line results. Bob is the author of the B-to-B Online Marketing Toolkit, a step-by-step manual for leveraging online marketing to produce bottom-line results. In addition, Bob is a regular contributor to a variety of publications, including a blog for Modern Distribution Management, on the subject of actionable online marketing strategies.

Availability

Keynote, Workshop, Author Appearance

Industry Expertise

Manufacturing, Advertising/Marketing, Wholesale, Media - Online, Direct Marketing, Social Media, Business Services, Internet

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Education

New York University - Leonard N. Stern School of Business
MBA

Villanova University
BS

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