

# **Bradley H. Smith**

**Director of Marketing, Investor Relations & Compliance Solutions at PR Newswire**

Boston, MA, US

Speaks to how multimedia and content management solutions are shaping the investor relations market

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## **Biography**

Bradley H. Smith is the Director of Marketing, Investor Relations & Compliance Solutions at PR Newswire. A noted thought-leader in the industry, he is known for his creative, detail-oriented marketing experience and proven record of marketing into the C-suite and senior levels of Fortune 500 companies. For Bradley, results-driven leadership means being focused on integrating strategic marketing and tactical execution with sales and product development goals. Bradley's career in IR services extends back to 2000 and includes stints with NASDAQ OMX, where he was director of products and strategy in its corporate services group and director of marketing and communications at Shareholder.com, which was acquired by NASDAQ in 2006. During Bradley's product and marketing leadership at Shareholder.com and into NASDAQ OMX, corporate services' revenue grew from \$6 million to \$72 million. Bradley has served on advisory boards and is a member of NIRI, a graduate of SUNY Potsdam College and studied advertising and design at Manhattan's School of Visual Arts.

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## **Availability**

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

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## **Industry Expertise**

Direct Marketing, Advertising/Marketing, Media - Online, Social Media, Public Relations and Communications, Information Technology and Services

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## **Areas of Expertise**

Public and Media Relations, Online Marketing, Sales Campaign Management, Social Media Strategies, Marketing and Corporate Communications, Competitive Analysis, Sales Channel Support, Budget and Vendor Management, Investor Relations

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## **Education**

**Potsdam College of Arts and Sciences: (State University of New York)**

B.A. Fine Arts

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