

Cathey Armillas

**Non-Traditional Marketing Strategist at PURA
Marketing**

Portland, OR, US

Non-Traditional Marketing Expert

Biography

Isn't it funny how so many people suck at marketing? People over-complicate marketing all the time. Cathey simplifies it. Cathey has been creating amazingly successful marketing strategies for decades. Her marketing campaigns have yielded millions of dollars; and has landed her clients on TV shows like David Letterman, CNBC and The History Channel. She passionately helps people outperform their own marketing. Audiences love her charismatic, over-the-top, in-your-face-with-a-smile style. It's not an act, it's who she is. If you were to sit down with Cathey Armillas, she would tell you, stop trying to sell stuff and start getting people to love you. Cathey Armillas helps people stop selling and start loving. Because that's what marketing that doesn't suck is all about: getting people to love you.

Availability

Keynote, Workshop, Host/MC, Author Appearance, Corporate Training

Industry Expertise

Advertising/Marketing

Areas of Expertise

Marketing, Viral Marketing, Business/Marketing Strategy

Affiliations

NSA Member, NSA Member - Oregon

Sample Talks

The Unbreakable Rules of Marketing

9 ½ Ways to Get People to Love You: That's what all marketing comes down to: Love. The Unbreakable Rules of Marketing are the 9 ½ rules that govern how to get that love?for you, your company, your products, your ideas, your cause, or even your dog. No matter what you're trying to market, you have to know these rules.

Event Appearances

The Unbreakable Rules of Marketing
Communications Conference

The Unbreakable Rules of Marketing: 9 1/2 Ways to Get People to Love You
Ogilvy (Advertising Agency, CLIO Agency Network of the Year)

The Unbreakable Rules of Marketing
Oregon State Bar Association

The Unbreakable Rules of Marketing
NC3C Communications Conference

The Unbreakable Rules of Marketing
IABC (International Association of Business Communicators)

The Unbreakable Rules of Marketing: 9 1/2 Ways to Get People to Love You
3CMA National Conference

The Unbreakable Rules of Marketing
Workshop for Spike TV, VH1 and Nickelodeon

The Unbreakable Rules of Marketing
The Art Institute

The Unbreakable Rules of Marketing
UEN (Urban Entrepreneurs Network)

The Unbreakable Rules of Marketing
WEO (Women Entrepreneurs Organization)

The Unbreakable Rules of Marketing
City of Long Beach Communications Workshop

The Unbreakable Rules of Leadership
PMI (Project Management Institute)

The Unbreakable Rules of Marketing
Workshop at Viacom for Nickelodeon, MTV and BET

The Unbreakable Rules of Personal Branding
Eventsbella

The Unbreakable Rules of Marketing
Bellevue

Build a Better Brand

Swan Song on the Swan Convention

The Unbreakable Rules of Marketing: 9 1/2 Ways to Get People to Love You

Perth

Viral Marketing Unleashed: Shredding Twinkies and Volkswagens and Other Creative Campaigns

Perth

The Unbreakable Rules of Marketing: 9 1/2 Ways to Get People to Love You

Melbourne

The Unbreakable Rules of Marketing

Full day workshop hosted by Eventsbella

Accomplishments

The Unbreakable Rules of Marketing makes NFIB's 8 Best Small Business Books Published in 2012

The Unbreakable Rules of Marketing was recently chose by the NFIB (National Federation of Independent Business) as a must read and one of the top business books of 2012. Cathey Armillas speaks all over the world on The Unbreakable Rules of Marketing (9 1/2 Ways to Get People to Love You). Her presentations are consistently described as fresh, fun, and invigorating. She's informative and entertaining; and helps individuals, corporations and organizations learn how to get people to love them.

Testimonials

Gerald Yarborough

?Cathey rocks! She came to Viacom and presented The Unbreakable Rules of Marketing. She taught us things we thought we already knew. And when she was done, we were able to apply them in a way that was simplistic and helpful. We love her over here at Nickelodeon and you?ll love her too. If you have an opportunity to bring her in as a speaker, don?t even think twice about it. Do it.?

Jay Pressman

?Cathey Armillas is a true professional. She was a pleasure to work with before and during our event. Not only is Cathey a marketing genius, but she gave a fantastic workshop where she was able to share her wisdom and WOW the audience. Everyone raved about Cathey?s workshop presentation. I would recommend her to anyone in any industry.?

Bob Wayt

?I thoroughly enjoyed Cathey?s presentation on the Unbreakable Rules. Even for an old dog like me, there was good stuff, and I loved her passion. I'm going to keep the 9 1/2 rules right here on my desk where I can see them every day.?

Laura Cleland

?Cathey's presentation was amazing! With boundless energy Cathey captivated the room with her real-life stories and video clips. Her interactive style put a spotlight on each and every point she made, driving it home in a very real way. Based on all the feedback we received, Cathey hit a home run.?

Suzy Sivyer

?Cathey spoke at our annual board meeting. Before she came, there was talk about if her presentation was an appropriate fit for our meeting. Boy was it ever! Cathey could talk to anyone about anything. She is a very effective speaker. Her delivery is alive. She uses personal examples from her life that make you laugh with her and energize you. So whether you are into effectively marketing your business or yourself, expose yourself to Cathey to make a positive difference."

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