

Chris Van Dusen

Chief Marketing Officer at MeetingBurner.com

Laguna Beach, CA, US

Remote Efficiency and Collaboration Through Technology Will Change the Face of Business, Are You Ready?

Biography

Chris Van Dusen is the Chief Marketing Officer for MeetingBurner an online meeting and webinar startup out of Ladera Ranch and is responsible for overall marketing initiatives and strategic partnerships. Chris is also the Director of Business Development and New Media for Rief Media, a full service marketing and communications firm. Chris is responsible for long term growth strategies and strategic partnerships. Chris is a tech enthusiast, remote efficiency specialist and entrepreneur. He is the president of i-FFICIENCY, a consultancy he co-founded to help small businesses and startups leverage new technology in the sales process. Chris also writes and speaks regularly on marketing, branding and business efficiency through use of technology. His contributions can be found at Techzulu.com , Socialnomics.com and ifficiency.com.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance

Industry Expertise

Computer Software, Social Media, Advertising/Marketing, Professional Training and Coaching, Wireless, Media - Online, Information Technology and Services, Consumer Electronics, Writing and Editing

Areas of Expertise

Collaboration, Marketing, Consumer Technology and Trends, Elevator Pitch, Technology, iPad, Social Media, Personal Branding

Sample Talks

Elevator Pitch- UCI

<http://ocw.uci.edu/lectures/lecture.aspx?id=461> To technology enthusiast Chris Van Dusen, an elevator pitch is the most important instrument in the entrepreneur's toolbox. A clear, concise, easily understood pitch can open the door to capital and customers; a poorly crafted pitch can scuttle interest in even the most innovative startup. Van Dusen, co-founder and president of i-FFICIENCY, and business development and new media director for Rief Media, shared his tips for constructing a valuable elevator pitch with a Calit2 audience at this week's TechPortal Entrepreneurs Series lunchtime lecture.

Social Media for CPAs

http://prezi.com/alq4ggh2saih/present/?auth_key=ggxottg&follow=bsr3y6s3vqvt How to Utilize social media as a business development tool as a CPA

Go Smart or Go Home

http://prezi.com/o1xlstp6m10/present/?auth_key=t8qtk9o&follow=bsr3y6s3vqvt Go Smart or Go Home - Dial into the Power of Smartphone Technology presented by Sara McKibben, marketing manager, Snell & Wilmer L.L.P. and Chris Van Dusen, president, i-EFFICIENCY.

Event Appearances

Title

Entrepreneurs Forum- UCI

Title

CalCPA Dinner

Title

MPISCC Educational Symposium

Education

The College of William and Mary

BA Economics

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