

Dave Van de Walle

CEO at Area 224

Evanston, IL, US

Objective-Oriented Marketing, Holistic Social Media, and How To Use Both for Business Success

Biography

Dynamic speaker with first-person startup experience. Business builder. Marketer. Team leader. No BS. Subjects of expertise include Objective-Oriented Marketing, Holistic Social Media, Emerging Brands and Startups. Former Sportscaster, Former Fortune 500 VP of Global Public Relations, Former Sports Information Director at a small, barely Division 1 US College.

Availability

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

Industry Expertise

Public Relations and Communications, Advertising/Marketing, Financial Services, Beverages - Alcoholic, Social Media

Areas of Expertise

Holistic Social Media, Objective-Oriented Marketing, Startup Marketing and Startup Survival

Sample Talks

Holistic Social Media - Why Treating the Whole Patient Makes Sense for Your Business

In this highly interactive and highly targeted presentation, Dave Van de Walle gets to the heart of the matter: why lots of social media puffery is just that, and why Shiny Object Syndrome can be a recipe for disaster.

Education

Syracuse University

Bachelor of Science Broadcast Journalism

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)