

David Horne

Co-Founder at Magnetic Ideas, LLC

Greensboro/Winston-Salem, North Carolina Area, NC, US

Marketer // Writer // Golfer // Entrepreneur // Co-Founder of Magnetic Ideas

Biography

My Work: At Magnetic Ideas our core business is working with brands and organizations to create remarkable digital interactions and assets. We excel at integrated marketing solutions and technologies for content, web, social and search. We are marketers, designers, and content creators that know technology and how it should be leveraged to accomplish your business's goals. We're a collaborative and cross functional firm. This means we all wear many hats but most days I lead strategy, content and operations. Personal: I write and speak on marketing, entrepreneurship and high-touch business. You can find me blogging at davidhorne.me and viewfromthefringe.com. When not doing one of those things, I play golf. I used to play professionally but ran out of talent or money (or both). If you ever want to tee it up, don't hesitate to drop me a message. My business partner and I also publish a newsletter about modern marketing called the Whatupdate. If you are interested in staying in the loop and learning about where marketing is headed, you can subscribe at davidhorne.me/the-whatupdate Oh, and I help run a technology and business conference, ConvergeSouth, and serve as President of its board of directors

Availability

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

Areas of Expertise

Marketing Strategy, Brand Development, Business Design

Education

Greensboro College

BS Business Administration & Economics & Marketing

Accomplishments

2000 NCAA National Champions DIII Golf

Led alma mater to national championship

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