

Guy Powell

President and Founding Partner at ProRelevant

Atlanta, GA, US

Marketing Strategist, Brand Strategist, Marketing ROI, Social Media ROI

Biography

Wouldn't it be great to be able to connect all your marketing activities to their impact on sales revenue? Wouldn't it be great to remove the guesswork from putting your strategic plans together? As part of his current consulting activities he has trained and/or presented his findings and methods to thousands of marketers all across the globe. All of the concepts have been honed and improved through his consulting and training activities to make sure they can be specifically applied to just about any company, regardless of size, industry, category, target customers or country. Guy R. Powell spent the last 10 years helping marketers drive strategic advantage through a clear focus on the customer supported by best in class analytics. Whether it's consumer-packaged goods, high-tech, financial services or any other industry this book serves as a guide for all marketers to make better decisions to deliver more revenue and profit from their marketing actions. He has written a number of books, including Marketing Calculator: Measuring and managing your return on marketing investment and ROI of Social Media: How to improve the return on your social marketing investments. Guy has founded a number of companies and has recently become a partner with Litmus Group, a consulting firm specializing in the creation of tangible value through the realization of strategy. He is on the board of advisors with the Ad Council supporting them in their activities for Autism Awareness, Horn of Africa Relief, Unplanned Pregnancy Prevention, Wildfire Prevention. The time to measure and manage growth through smarter investments in marketing is NOW. Are you ready?

Availability

Keynote, Moderator, Panelist, Workshop, Author Appearance, Corporate Training

Industry Expertise

Market Research, Consumer Goods, Social Media

Areas of Expertise

Marketing Roi, Brand Strategy, Social Media Roi

Sample Talks

Keynote for Trendsfactory on Social Media Marketing ROI

I spoke before an audience of 350 marketers on the topic of Social Media Marketing ROI

Event Appearances

Keynote for American Management Consultants, Istanbul Turkey
American Management Consultants

Social Media Strategy
SoCon 2011

Education

Lehigh University
BSEE Electrical Engineering

University of Chicago Graduate School of Business
MBA International Business

Accomplishments

ROI of Social Media

Wrote comprehensive book on building social media strategy and measuring social marketing ROI and effectiveness

Marketing Calculator Book

Wrote comprehensive book on Marketing ROI and effectiveness

Testimonials

Name withheld

Excellent presentation by Guy

Name withheld, PTT Chemical Co Ltd.

The whole course is awesome

Name withheld

We have a good around exposure in ROIM social media. Thanks for expending the presentation for this ROI.

Vodafone, Hong Kong

Your courses provide an awesome opportunity to enhance our knowledge and great networking

Name withheld

The best training that I have had in a long time

Name withheld

The overall presentation style is fabulous, good to have more group work for better understanding

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