

# **J.D. Gershbein**

**CEO / Master LinkedIn Consultant at Owlsh Communications**

Vernon Hills, IL, US

Inspiring people and companies in all walks of business to learn LinkedIn and discover how to leverage it for revenue generation

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## **Biography**

Drawing upon his background in business writing, traditional marketing, industrial/organizational psychology, neuroscience, broadcasting and improvisational comedy, J.D. Gershbein is blazing a trail as one of the most original personalities in social media. Since 2006, he has specialized in the art and science of LinkedIn. J.D. is a globally acclaimed speaker and frequent media contributor who is helping advance the collective awareness of LinkedIn and inspiring opportunity-oriented professionals in all walks of business. He has been featured on FOX TV News CBS TV News, and WGN AM Radio, and in print in Forbes, Crains, Bloomberg BusinessWeek, and in the Chicago Tribune. He also blogs for NBC Chicago and SUCCESS Magazine. Additionally, he serves a LinkedIn strategic adviser to several notable Chicago business organizations and civic groups. He is also Adjunct Professor of Marketing at the Illinois Institute of Technology's Stuart School of Business where he is advancing social media marketing as an accredited field of study. His first book, The LinkedIn Edge: Creating a Psychological Advantage in Social Business, is slated for publication in 2013.

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## **Availability**

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

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## **Industry Expertise**

Media - Online, Writing and Editing, Professional Training and Coaching, Public Relations and Communications, Social Media, Advertising/Marketing, Media - Print, Media - Broadcast

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## **Areas of Expertise**

LinkedIn for Sales and Marketing, Social Communication, Personal Branding, Social Neuromarketing, LinkedIn Profile, LinkedIn for Sales, LinkedIn Marketing, LinkedIn Expert, LinkedIn Education, LinkedIn Consultant

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## **Affiliations**

Member & Strategic Partner, Executives' Club of Chicago; Member & Strategic Partner, Business Marketing Association of Chicago; Member & Strategic Partner, Chicagoland Chamber of Commerce

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## **Education**

**University of Cincinnati**  
Bachelor of Arts (B.A.) English

**Illinois Institute of Technology**  
Master of Business Administration (MBA) Marketing

**Illinois Institute of Technology**  
Master of Science (M.S.) Industrial/Organizational (I/O) Psychology

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