

Jeff Taylor

Author at Author, "Bigger Than The Widget"

Raleigh-Durham, North Carolina Area, NC, US

Author, Bigger Than The Widget

Biography

Experienced and innovative marketing leader with a specialty in channel marketing, development, and sales. Led companies in the high-tech, financial services, SaaS, and physical security industries in channel strategy, program development, lead generation, and market segmentation efforts. Author of "Bigger Than The Widget", a book about building customer relationships that transcend the products and services of a company. All profit from the sale of the book goes to The V Foundation for Cancer Research. Active blogger at www.biggerthanthewidget.com.

Availability

Keynote, Panelist, Author Appearance

Industry Expertise

Social Media, Direct Marketing, Advertising/Marketing

Areas of Expertise

Channel Management, Relationship Marketing, Channel Marketing, Social Media, Customer Experience

Sample Talks

Are You Bigger?

How connected are you to your customers? Will they leave you for a better price or a new feature? How many of your customers are Fanatics? We will explore these difficult questions and learn about ways to build a community of loyal customer Fanatics. Using provocative ideas (Are the Four P's Dead?) and real-world examples of companies and organizations that have transcended their products, the audience will start to rethink how they engage their customers to drive "sticky" relationships.

Event Appearances

Are You Bigger?

LinkedIn Live

Education

Vanderbilt University - Owen Graduate School of Management
MBA Marketing

California Polytechnic State University-San Luis Obispo
BS/BA Marketing

Accomplishments

Author, Bigger Than The Widget

The book is about brands and the relationships that create uncommon customer connections. All proceeds go to The V Foundation for Cancer Research.

Marketing Communications Innovation - 2008

Awarded by Summit International for a project that used predictive analytics as the driver for content personalization in marketing communications.

Multi-channel Marketing Excellence - 2008

Awarded by the National Association of Database Marketing for excellence in cross platform marketing program execution.

VAR Business, Top 100 Channel Chiefs - 2006

Annual recognition of most influential channel leaders in the technology industry.

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