

John Elmer

CEO at Bayard Bradford

Houston, TX, US

John Elmer helps B2B companies build a growing sales pipeline using digital marketing, CRM and sales automation.

Biography

John Elmer is CEO of Houston, Texas-based Bayard Bradford. John serves on the boards of directors of the Numerical Algorithms Group and Endeavor Management. John Elmer and the Bayard Bradford team focus on driving sales growth for mid-market B2B and industrial companies. John works with executives who are ready to digitally transform their sales and marketing to drive growth. John Elmer has over 30 years of sales and marketing experience in oilfield services, industrial products and services, manufacturing, ecommerce, distribution and professional services. John Elmer's digital marketing agency, Bayard Bradford, is a HubSpot Platinum Agency Partner. Bayard Bradford is recognized for expertise in HubSpot CRM, HubSpot Marketing Hub, HubSpot Sales Hub and the HubSpot Connect Platform for integrations. Bayard Bradford has deep experience with Salesforce CRM and custom object development. Bayard Bradford's cloud integration platform, Datawarehouse.io, lets HubSpot users easily connect HubSpot to other cloud software. Datawarehouse.io simplifies integration between HubSpot and Microsoft Dynamics, Power BI, Tableau and other business intelligence software.

Availability

Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

Advertising/Marketing, Management Consulting

Areas of Expertise

Sales, Digital Marketing & Lead Generation, Go-To-Market Strategy, Branding & Marketing

Affiliations

Society of Petroleum Engineers

Education

University of Houston

MBA Marketing

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