

# **John Hall**

**Chief Executive Officer at Influence and Co.**

Columbia, MO, US

Passionate and thought-provoking experienced speaker on entrepreneurship, thought leadership, content marketing, and team building.

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I am currently the Cofounder and CEO of Influence & Co. - We assist individuals and brands in growing their influence through products and services ranging from creating and publishing bylined articles to facilitating in residence programs for brands and much more. Influence & Co. is one of the leading providers of high quality expert content to the world's top publications. We pride ourselves on working with only the best experts, saving them time on sharing their expertise, and providing the highest quality content to top tier publications. I'm a member of the Young Entrepreneur Council and have a passion for mentoring young entrepreneurs to help them reach their life goals. I have a weekly column at Forbes. I also have contributed to sites like, Huffington Post, Business Insider, Portfolio, Inc., The Washington Post, and many other reputable publications. Co-creator of Contributor Weekly, a weekly newsletter for contributors, keeping them up-to-date on tips and trends for writing, publishing and sharing their content. [www.ContributorWeekly.com](http://www.ContributorWeekly.com)

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

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## **The Common Misconceptions of Being An Industry Leader**

This talk went over the steps that it takes to actually become an industry leader.

## **How to develop brand engagement programs?**

This talk went over what a company can do to create more meaningful relationships with their customer. Brands like Citi, American Express, Dell, and American Airlines have been successful at this. However, you don't need to be a Fortune 100 company to apply these tactics.

## **The Ways Thought Leadership Can Take Your Marketing To New Levels**

This talk covered the ways you can use personal branding and thought leadership strategies to improve other marketing channels. I talk about how a successful thought leadership campaign can improve SEO, reputation management, social media, PR and content marketing all at the same time.

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## **"How to increase your credibility so that you can grow your company"**

Underground Online Seminar

## **Building An Online Presence**

University of Missouri

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## **University of Missouri**

Master's of Accounting Business Consulting

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**Recognized By The White House For Being One Of The Most Impactful Companies**

We were proud to be recognized on the Impact Showcase for being one of "The Most Impactful Companies" in the United States.

**Forbes Columnist**

I was honored to become a Forbes Expert in the areas of entrepreneurship, thought leadership, and content marketing.

**Forbes Most Promising Companies Finalist**

Influence and Co. was a finalist for "The Most Promising Companies" list in 2012.

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