

Mark Evans

Principal at ME Consulting

Toronto, ON, CA

B2B Marketer, Brand Storytelling, Author

Biography

I provide marketing services to B2B technology companies looking to attract more high-quality lead. My strength is delivering foundational strategic and tactical services - core messaging, brand positioning, marketing strategies and content creation - that establish and accelerate a company's marketing efforts. I published a book, *Storytelling for Startups*, that provides entrepreneurs with strategic and tactical guidance on how to embrace the power of story-driven marketing. Before starting ME Consulting in 2008, I worked with three startups, and was an award-winning technology reporter with the National Post, Globe & Mail and Bloomberg News.

Availability

Keynote, Panelist, Workshop, Author Appearance

Industry Expertise

IT Services/Consulting, Advertising/Marketing, Internet

Areas of Expertise

Startups, Entrepreneurship, Startup Marketing, Marketing Strategy Development

Affiliations

Canadian Association of Marketing Professionals, Carleton University Alumni

Sample Talks

The Value of Core Messaging and Storytelling

A look at why it is important for any business to know who they are and how they meet the needs of customers so they can deliver strong and compelling stories to target audiences.

Marketing Communications/B2C Sales

Mark Evans of ME Consulting emphasizes the importance of storytelling for startups and explains how it can be used as a strong marketing communications tool.

The Power of Brand Storytelling

A talk that looks at the value and benefits of storytelling to engage with target audiences and drive deeper connections and relationships. This includes examples of small and large brands that have successfully used storytelling to differentiate and break through the noise.

Event Appearances

The Power of Storytelling
Startup Grind

Education

Carleton University
Bachelor of Journalism

Accomplishments

Author

I published *Storytelling for Startups*, a book that shows entrepreneurs how they can embrace the power of story-driven marketing. The book, which is a #1 best-seller on Amazon, is a guide that offers strategic and tactical insight.

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