

Ryan Schram

Board Member at IZEA, Inc.

Greater Detroit Area, MI, US

Chief Operating Officer, Board Member, &
Advisor

Biography

As Chief Operating Officer and Director, Ryan Schram provides organizational and operations leadership for IZEA, servicing the needs of its team members, brand marketing clients and social influencers across the globe. Placing company culture and creativity at the center of his approach, Ryan's passion is developing innovative ideas for agile businesses by empowering high-performance teams. In addition to his role on IZEA's Board of Directors, Mr. Schram is responsible for the company's client development, marketing communications and influencer ecosystem organizations as well as facilitating the company's corporate business development growth strategy. With over 15 years of experience in the consumer marketing and technology space, Ryan has an established track record of driving growth, efficiency and profitability for leading-edge companies. Prior to joining IZEA in September 2011 as Chief Marketing Officer, Ryan served as Group Vice President at ePrize, a prominent digital engagement agency that was acquired by private equity firm Catteron Partners in August 2012. Previous to ePrize, Mr. Schram held a variety of leadership positions at CBS/Westwood One and Clear Channel Interactive. His work has been regularly featured in the Wall Street Journal, Fast Company, Entrepreneur, Ad Age, PROMO and AdWeek. A graduate of the Eli Broad College of Business at Michigan State University (B.A., Management), the center of Ryan's life is his wife, Jamie, and sons Brendan and Colin.

Availability

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

Industry Expertise

Social Media, Media - Online, Advertising/Marketing

Areas of Expertise

Native Advertising, Influencer Marketing, Culture & Creativity

Affiliations

Word of Mouth Marketing Association, Interactive Advertising Bureau, Social Media Advertising Consortium, American Advertising Federation, American Marketing Association, National Public Radio, AD 2 Orlando, AdCraft Detroit, Digital 313, Michigan State University, Eli Broad College of Business

Event Appearances

The Value Chasm Between Brands & Influencers

Word of Mouth Marketing Association (WOMMA) Summit

Connecting and Cultivating the Next Generation of Leaders: The Millennial

PRSA International Conference

The Integration of Public Relations: Can't We All Just Get Along?

PRSA International Conference

How to Succeed (& Fail) When Compensating Social Influencers

WOMM-U

Education

Michigan State University

B.A., Management Business

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