

Stephen Monaco

Founder, CEO at Evolve Adaptive Marketing, LLC

Overland Park, KS, US

Digital Marketing Pioneer, Marketing and Business Strategy
Expert

Biography

Stephen Monaco is a recognized thought leader, innovator, author and speaker. His creative marketing prowess is the driving force behind the world's best-selling data communications software of all time, the global mega brand, ProComm, which was published in 11 languages and achieved over 70% global market share.. As a marketing and business strategist, Monaco works where high tech and integrated marketing intersect -- driving strategies and leveraging digital media to effectively realize business goals for companies of all sizes. Since 1997, he has espoused that building one-to-one relationships with customers is vital and developing customer insights via marketing technologies is an absolute must for long-term success. Monaco has worked on digital marketing strategies with international publicly-traded companies, mid-market firms, and funded early stage companies. In 2015 he was invited to join the small elite group of IBM Futurists, worked on IBM's Future Project and regularly helps the IBM Commerce team.

Availability

Keynote, Moderator, Panelist, Workshop, Author Appearance, Corporate Training

Industry Expertise

Management Consulting, Internet, Advertising/Marketing, Social Media

Areas of Expertise

Marketing Strategy, Social Media Marketing, Social Business Strategy, Digital Marketing & Strategy

Affiliations

American Marketing Association

Sample Talks

Market Driven Companies

Too many companies maintain an antiquated mentality still driven by sales, instead of changing their focus to one that is driven by marketing. Sales driven companies should drop their short-term ways of thinking like a bad habit, and start transitioning their organizations into ones that are ?market driven.? Market driven companies have an approach that concentrates on concepts like total customer satisfaction, managing the customer experience, customer retention, and customer lifetime value.

Event Appearances

Digital Strategy

Digital Media Summit - Dallas

Social Media Strategy

SXSW

Education

University of Missouri-Columbia

Business Administration

University of Wales, Cardiff

MBA Marketing / eBusiness

Accomplishments

Insightful Knowledge: An Enlightened Guide to Social Media Strategy & Marketing

Description of Published Book: An Excellent Business Guide for the Thorough Comprehension and Execution of Social Media Marketing and Adapting Into a Social Business. ISBN: 978-1-937829-63-6

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