



JAY BAER

Jay Baer, CSP has spent 23 years in digital marketing and customer experience, consulting for more than 700 companies during that period, including 32 of the FORTUNE 500. His current firm – Convince & Convert – provides digital marketing advice and online customer service advice and counsel to some of the world’s most important brands like The United Nations, Allstate, Cisco, and Cabela’s.

His new book, Hug Your Haters, is the world’s first modern customer service manual, showing how companies large and small can benefit from the enormous increase in online complaints and customer feedback.

His second book, Youtility: Why Smart Marketing is About Help not Hype, was #3 on the New York Times business best seller list, and a runaway #1 Amazon best seller.

Jay speaks approximately 65 times per year world-wide, often with lessons about how businesspeople can use today’s shifts in technology and consumer expectation to gain or keep more customers.

Jay’s Convince & Convert blog was named the world’s #1 content marketing blog by the Content Marketing Institute, and is visited by more than 250,000 marketers each month. Jay also hosts and produces the Social Pros podcast, which is downloaded 65,000 times monthly and was named 2015’s best marketing podcast by the Content Marketing Awards.

A fixture in social media, Jay is the most retweeted person in the world among digital marketers, and the second most retweeted person in the world among B2B marketers. He is also an active venture capitalist, and is an investor or advisor to 15 early stage technology and social media companies.

Convince & Convert is the fifth multi-million-dollar company Jay has started from scratch. Before his move into digital marketing in 1994 he was a brand marketer and a political consultant, with major roles in state, federal and presidential electoral campaigns.

Befitting his roots in Arizona, Jay is a tequila collector and maintains his allegiance to the teams of his alma mater, the University of Arizona.

Jay lives in the idyllic college town of Bloomington, Indiana with his wife and children, and travels from Indianapolis to speaking opportunities world-wide.