

Keynotes & Panels

Speaking



Currently, mind-boggling amounts of data are zipping back and forth throughout the Internet. Much of it is worthless to your organization, but some of it is *priceless*— news and conversations about your industry, products, competitors, and other data critical to your firm are being generated with or without you- *constantly*. And most important of all, potential customers are visiting sites and you might not even realize it. You need to leverage web-based technologies to better gather, store, analyze, share, and act upon revenue-related data. Joe Zuccaro can show your team or audience how to transform to become a more efficient data driven revenue organization in a network centric world.



High-Energy Speaker Joe Zuccaro
President & CEO of Allinio and “Marketing Consigliere” to Executives

Joseph Zuccaro (@joezuc) has over 25 years of Sales & Marketing leadership with public and privately held organizations, in both the B2B and B2C arenas. His passion and forte is advising firms how to implement and leverage web-based tools to efficiently gather, store, analyze and share Marketing data that helps Sales execute and drive revenue. He is a fervent believer in measuring ROI and relentlessly making Marketing provide value to Sales.

Joe earned a BS and an MBA from the University of Maryland’s nationally ranked R.H. Smith School of Business, and teaches both Marketing and Management classes at Towson University. He has spoken across the country to technology, business, and academic groups.

“Joe helped my team gain a better understanding about what is critical for aligning our marketing and sales, what technologies would help us quickly transform into a smarter organization, and how to move forward with that knowledge.”

CEO
B2B FinTech Company

“Joe’s ability to help us build a bridge between marketing and sales, linking technology options for collaboration and getting us set up on them has been very valuable for our future.”

Area VP
Fortune 500 Company

“Eye Opening” Topics like:

What Marketers can learn from DoD & the Intelligence Community

Marketers Come and Go, But DATA is Your Organization’s Most Strategic Asset

Aligning Sales & Marketing Without Them Having a Tantrum



Call 410-929-7644
to reserve a speaking engagement or email speaker@allinio.com today!