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JAY BAER

Jay Baer is the world's most retweeted person among digital marketers. He has spent 20 years in digital marketing, consulting for more than 700 companies during that period, including Caterpillar, Nike, Allstate, The United Nations, and 32 of the FORTUNE 500. His current firm – Convince & Convert – provides strategy consulting through social media and content marketing advice and counsel to leading companies such as Oracle, Salesforce.com, California Tourism, Billabong, Hardee's, DOLE, Nike, Caterpillar, Allstate and more.

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 200,000 marketers each month. Jay also hosts and produces the *Social Pros* podcast, which is downloaded 25,000 times monthly.

A fixture in social media, Jay draws attention to interesting and useful articles, videos, blog posts and events via following on Twitter, Facebook, and LinkedIn, which number more than 100,000. He is also an active venture capitalist and is an investor or advisor to more than a dozen 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.