



Andy Sernovitz

Former CEO, Word of Mouth Marketing Association

Andy Sernovitz is the guru of the word of mouth marketing movement, helping countless companies understand the radical changes brought by blogs, MySpace, and consumer-generated media. He is a founder of the Word of Mouth Marketing Association, a former Wharton instructor, and author of *Word of Mouth Marketing: How Smart Companies Get People Talking*.

With straightforward advice and humor, Andy will show you how the world's most respected and profitable companies get their best customers for free through the power of word of mouth. Learn what sparks the irrepressible enthusiasm of Apple and TiVo fans.

Understand why everyone is talking about a certain restaurant, car, band, or dry cleaner -- and why other businesses and products are ignored. Discover why some products become huge successes without a penny of promotion -- and why some multi-million-dollar advertising campaigns fail to get noticed.

Andy Sernovitz is a true marketing entrepreneur who has spent years in the field, starting his own businesses and helping companies learn how to do better marketing. Andy taught internet entrepreneurship at the Wharton School of Business, and he's also a 16-year veteran of the interactive marketing business. Andy has started numerous companies, including GasPedal, whose clients include Sprint, Kimberly-Clark, Ralph Lauren, Lands' End, TiVo, ABC, and AIG.

As the CEO of the Word of Mouth Marketing Association, Andy worked side by side with the innovators that built this new field, and did the same in the dot com days as CEO of the Association for Interactive Marketing, the largest organization of internet companies.

Andy has given hundreds of presentations for groups ranging from eBay and Cisco to the National Restaurant Association and the CIA. Consistently the best speaker at conferences, he will leave your audience motivated with tons of new ideas.

Andy's real-world experience gives you actionable ideas you can actually use. You will walk out of Andy's presentations and make a real difference in your business the very same day. Every presentation is customized for you after detailed conversations with your team. He understands how to connect with your audience and create a blockbuster session that addresses the issues that matter most to them. Andy is highly skilled at linking the big picture to your immediate opportunities. Keynotes can be combined with small-group workshops, breakouts, and networking activities.