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Putting People First Blog:
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Strategic Marketing

Jerry loves asking hard questions; drilling down to uncover information, motivation and, ultimately, the solutions that serve our clients. It's all part of achieving the "authentic dialogue" that's so important to an effective working relationship.

As the founder of MadAveGroup and its agencies, Jerry understands what it takes to get an idea off the ground and grow it into a successful business. And while his passions have always included sales and marketing, he's added many other skills along the way, from business development to mentoring and communication training.

As a professional speaker and trainer, Jerry has presented at dozens of conferences and conducted customized training sessions for companies throughout the world. Audiences appreciate his passion, experience-based philosophies, and his rigid adherence to "truth over harmony".

Jerry is a founding member of the Customer Experience Marketing Alliance and a pioneering member of the Experience Marketing Association. He's worked with The Toledo Area Business Network, The Chief Executive Boards, The Young Entrepreneur Society, and as a trustee for The Huntington Community Center.

A past President of the Toledo Chapter of The American Advertising Federation, Jerry received the organization's highest honor in 2012, The Silver Medal Award. In 2016, he was inducted into the Entrepreneurial & Business Excellence Hall of Fame.

"Jerry is a dynamic speaker who can capture any audience's attention and hold it for as long as he chooses. Jerry's marketing skills are nothing short of guru status."

- Rick Welsch, Former Chairman, OHMA

"Jerry - You did a superb job of giving the attendees proven strategies to use when promoting our membership, services, and products. Many of them are eager to implement some of the things you taught. We all learned new strategies."

- Taylor Smith, Jr.
Association of Christian Schools International

"Jerry Brown is an expert who knows exactly what customer experience is all about."

- Pete Turpel, Phone On Hold

Presentation Topics

- Point-of-Entry Marketing
- Gaining Authentic Dialog
- The Caller Experience
- Customer Experience Marketing
- Sensory Marketing
- Strategic Selling
- Tactical Selling Skills