

□ WHO IS DAVID MITROFF, PH.D.

BUSINESS GROWTH SPEAKER

Business and Marketing Consultant

Featured Media Expert

University of California Berkeley

Instructor Google for Startups Mentor



DAVID MITROFF

SPEAKER & AUTHOR

David Mitroff, Ph.D. is a sought after **Business Growth Speaker** who shares his secrets for creating successful brands that stand out and thrive. This includes entertaining stories from his consulting work.

David engages and motivates audiences through his keynote talks on a wide range of topics such as how to build a brand with data driven marketing, digital leadership: growing your online presence, and on the psychology behind building professional connections.

David Mitroff, Ph.D. is the Founder and Chief Consultant of Piedmont Avenue Consulting (PiedmontAve.com) who creates brand awareness, strengthens customer loyalty and streamlines business processes.

Dr. Mitroff is also a College Instructor who teaches entrepreneurship and marketing courses at the University of California, Berkeley for the International Diploma Program and is a Google Mentor for the Google Launchpad Accelerator program.

David has an extensive educational background, which includes a Doctorate in Clinical Psychology with coursework in Legal Studies and Marketing providing a foundation for excellent critical and analytical thinking and business strategy.



WHY DAVID?

- Makes information more accessible and useful by combining technology with case studies from his work as the Founder and Chief Consultant at Piedmont Avenue Consulting Inc., a San Francisco, California based award winning business consulting and marketing firm.
- Whether your group has 20 people or 5000+, David inspires and motivates people to take action.
- His talks are always customized to meet the needs of the diverse groups and organizations he has spoken to.
- He truly helps audiences understand the *why* behind their business and personal decisions.



EXPERIENCE AND EXPERTISE

- With decades of experience, David has spoken at events all over the world, including in places such as Korea, China and Turkey for organizations and companies including Google and AT&T and at conferences and association meetings for the Restaurant Executive Summit, American Society of Appraisers, Western Food Service Conference, Hotel Owners Association, HardwareCon, Association of Defense Counsel and more.
- He has been featured as a business and media expert for NBC, ABC, Forbes, Entrepreneur, Inc. Magazine, Washington Post, Chicago Tribune, The Meeting Professional, Hospitality Technology, California Lawyer and more.



The
Washington
Post

Forbes



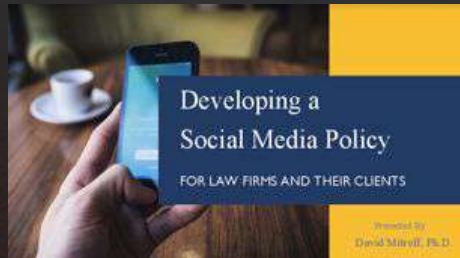
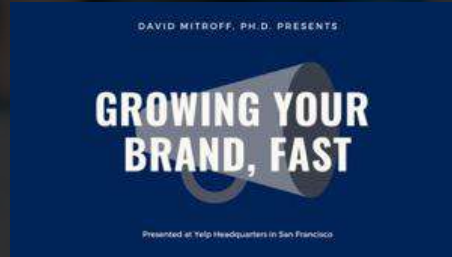
CBS

Inc.

NBC

PROGRAMS

David shares his secrets for creating successful brands (traditional and digital) that stand out and thrive. This includes entertaining stories from his consulting work. Over 30+ different talks.



DIGITAL LEADERSHIP HOW TO BECOME A LEADER IN THE 21ST CENTURY

Being a leader today means being a recognized brand both personally and professionally. Gain knowledge on how brands are built, what it takes to be seen as an expert, and how to leverage LinkedIn and other online technologies for success. Also, learn ways to eliminate head trash that distract people from becoming true leaders who inspire others.

Dr. Mitroff explains the psychology behind leadership and how to create a lasting impact in your industry today.

Learning Points:

- Leverage social media platforms to build online influence
- Discover the biggest mental blocks holding leaders back from inspiring others
- Uncover how long it takes to become an industry expert



TURNING RELATIONSHIPS INTO REVENUE

Networking is critical for any business to grow and expand. What if you could create 50% more opportunities from the contacts you already have? By leveraging the power of the Internet and Social Media we can increase the value out of current and new contacts.

Your online connections represent a source of social power, and the more connections you have the more power you have.

Learning Points:

- Learn how to leverage social media networks, such as LinkedIn, to expand your professional and personal brand.
- Discover the power of 'asking' to create business opportunities.
- How create loyalty from the very first point of contact.

Other Title: The Networked Professional: Maximizing your Online Connections



BRANDING THROUGH AUTHENTICITY

HOW BEING YOU IS BECOMING THE BEST WAY TO MARKET

David Mitroff, Ph.D. knows how to leverage online tools and traditional marketing efforts to generate traffic.

David came from corporate America and left to start his own consulting firm. He has amassed an email list in the tens of thousands, held hundreds of business events and attracted clients from all around the world.

David shares his secrets for creating successful brands that stand out and thrive. This includes entertaining stories from his consulting work.

Learning Points:

- Acquire a process of planning and formulating a growth strategy.
- Know the key metrics every marketer needs to know.
- Think strategically to deliver sustainable competitive advantage through social marketing.
- How to grow a brand or business with proven creative and innovative marketing strategies with minimal investment.



GET A GRIP

TURNING SYSTEM KPI's INTO BUSINESS GROWTH

A comprehensive strategy for taking your organization to the next level requires leaders to know which key areas to focus on. Owners need to make important decisions, quickly, with greater consequences, and often with limited information on hand. Owners concentrate on the tactical decisions and often neglect the strategic ones. Learn the Key Performance Indicators (KPI's) and quantifiable measurements that reflect the critical success factors of a business. This session will provide real-world examples and techniques for leveraging existing resources and a systematic approach to growing your business.

Learning Points:

- Learn a comprehensive strategy for taking your organization to the next level.
- Evaluate your organization across 6 key areas of growth
- How to properly continually evaluate and adjust KPI's for success

Other Title:

Critical Success Factors for Business Growth



THE WHY BEHIND LEADERSHIP

HOW PSYCHOLOGY DRIVES INFLUENCE AND DECISION MAKING IN THE WORKPLACE

What makes someone influential? Or better, why do people follow certain leaders but not others? It all comes down to psychology. David Mitroff, Ph.D. in this presentation dives into what motivates people to be influenced and follow decision makers while ignoring others.

Reflecting on his own journey of becoming a leader along with his educational background, including a Doctorate in Clinical Psychology, Dr. Mitroff explains the psychology behind leadership and how to create a lasting impact in your industry today.

Learning Points:

- Learn the 'Rule of 3' and how that determines success in everyone's career
- Discover what makes some leaders charismatic and others polarizing
- Explore how to take risk in the workplace without damaging your ego

Other Titles:

The Psychology Behind Sales & Marketing

The Psychology of Decision Making



DIGITAL MARKETING STRATEGIES FOR MEASURABLE RESULTS

A comprehensive marketing strategy leverages Social Media to make information more accessible by combining together technology, content and social interaction across many platforms including websites, blogs, video-sharing, review sites, email marketing and event promotion. This session provides an overview of the 9 Key Areas of Social Media as defined by David Mitroff, Ph.D. with examples from his consulting work.

In this program, discover:

- How effective are your current Social Media efforts?
- Are you continually reaching new market segments?
- Learn to align Social Media initiatives with other marketing strategies
- What components of your current marketing plan could leverage Social Media?
- How valuable is feedback from your customers for your success?

Other Titles:

Social Media Marketing Strategies for Measurable Results

Growing Your Online Presence



CONSULTING SUCCESS

HOW TO START AND GROW A CONSULTING BUSINESS

Learn new skills and systems for creating, growing and sustaining a consulting business.

This program is perfect for solo and boutique consulting firms, coaches, entrepreneurs and professionals who want to create their own path to success. David Mitroff, Ph.D. will share proven techniques and case studies from his consulting work with business owners and global organizations.

Whether you are starting out or you have been a consultant for years, this workshop will teach you new ways to:

- Build your brand
- Attract clients
- Strengthen credibility
- Increase revenues
- Generate new opportunities



HOW TO USE LINKEDIN TO GET ON PRIVATE YACHTS

LinkedIn and other online professional and social media sites are powerful tools if used correctly. What if you could leverage the power of these platforms to create new opportunities for both business and personal growth.

Learning Points:

- Make your online profiles and presence stand out!
- Becoming a REAL influencer
- Hacks to be invited to exclusive events
- Systematic approach to growing your network of contacts
- Create a competitive advantage through social marketing
- Generate new leads and create opportunities for “luck”



LAUNCHING A PRODUCT SILICON VALLEY STYLE

Bringing your product or business to market Silicon Valley Style starts with learning to re-think your product marketing strategies, finding partnerships, identifying prospective clients, leveraging your current customers, and more. Learn how to successfully launch your product or business in new markets with the right mixture of promotion, marketing, sales, and customer testimonials.

Building a Product Keynote covers:

- Identifying/changing your product for your market and competition
- Importance of Community and Networking
- Product Marketing Strategies and 12 Month Plan
- Data driven Marketing Strategies
- Next steps to take your product to new markets



THE PSYCHOLOGY BEHIND CONNECTING

With a Doctorate in Clinical Psychology, Dr. Mitroff explains how to be social with a purpose, and gain the skills to interact with people in professional and personal situations. Learn how to successfully make connections with anyone in their lives including people from different cultures, which will allow them to further their career goals and make the relationships they want to make.

We will also focus on identifying what you want and how to achieve it through networking with a solid foundation of friendliness, ability to engage and willingness to give value first. We will look at networking and making connections on a global level.

In this program, discover:

- Diverse interactions
- Successfully maintain and make connections
- Psychology behind why people do what they do



ONLINE REPUTATION MANAGEMENT

A good online reputation is essential for a business to thrive. When a business is able to uphold a positive online reputation, good things such as professional image, increasing sales, and even attracting great talent for future recruitment is likely to follow. Learn the best advice and tips for businesses to follow in order to successfully monitor and uphold a positive online reputation.

This talk covers different topics such as:

- 4 Pillars of Reputation Management
- Branding and Assessing Your Current Online Presence
- Creating Content and Distributing Press Releases
- Reviewing Sites including Yelp
- Managing Issues and Response Charts
- What is your current Reputation/ Reputation Management
- Responding to Issues



WORKING WITH DAVID

We look forward to helping you create an event that people are talking about for years.



"I know we will have a great turnout every time we host an event with David. He is amazing at bringing in a crowd and speaks and knows how to put together a succesful event from beginning to end."

- Brooke Morin, General Assembly Campus Marketing Producer

"David is fantastic at delivering an infomative marketing keynote. He was a past keynote as Social Media Summit. There was buzz in the air after his talk and he had a crowd of people asking him questions and connecting with him. Great to work with."

- Alison Stripling, The Social Media Summit

DAVID MITROFF'S BOOKS

He has published several books including:

- ❖ Online Business Growth Strategies
- ❖ Event Planners Guide
- ❖ Growing a Consulting Business

Many events like to have the attendees have copies of David's books. ***Bulk discounts are available directly from the speaker. As low as \$12 for orders of 300 or more books.***

On Amazon available at \$21
<https://www.amazon.com/Online-Business-Growth-Strategies-Practical/dp/1986272109>

**Like having a consultant
in your bookshelf...**



**The perfect book for
business professionals
looking to enhance their
digital presence across
multiple platforms.**

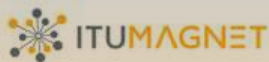
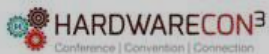
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DAVID MITROFF, PH.D.
KEYNOTE SPEAKER AND AUTHOR



www.DavidMitroff.com



Office: +1-415-214-8594



Team@DavidMitroff.com



Mobile: +1-510-499-3686



LINK TO BOOKS:
<http://www.DavidMitroff.com/Author>

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A background image showing two men in a meeting. On the left, a bald man with a grey beard, wearing a dark grey sweater, is smiling and gesturing with his right hand. On the right, a man with long dark hair and a beard is seen in profile, looking towards the first man. They are sitting at a table with papers and a laptop. In the background, there is a large round mirror and a small decorative object on the wall.

THANK YOU !

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