

Jay Baer Biography

Jay Baer, CSP, CPAE has spent 25 years in digital marketing and customer experience, consulting for more than 700 companies during that period, including 34 of the FORTUNE 500. His current firm – Convince & Convert – provides word of mouth, digital marketing, and customer experience advice and counsel to some of the world's most important brands.

His new book, *Talk Triggers*, is the complete guide to creating customers using strategic, operational differentiators that compel word of mouth. In the best companies, the customers do the marketing. *Talk Triggers* is the instruction manual for making businesses grow with customer conversation.

Hug Your Haters - Jay's book on modern customer service and customer experience techniques - revolutionized the way business thinks about customer interactions, and was named one of the top 3 business books of 2016 by Strategy + Business.

His second book, *Youtility: Why Smart Marketing is About Help not Hype*, was #3 on the New York Times business best seller list, and a runaway #1 Amazon best seller.

Jay speaks approximately 60 times per year world-wide, often with lessons about how businesspeople can use today's shifts in technology and consumer expectations to gain or keep more customers.

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 250,000 marketers each month. Jay also hosts and produces the *Social Pros* podcast, which is downloaded 65,000 times monthly and was named best marketing podcast by the Content Marketing Awards.

He also has a weekly *Talk Triggers* show about word of mouth, featured on Youtube, and as a podcast.

A fixture in social media, Jay has been named a top influencer of CMOs, B2B marketers, small business owners, and digital marketers. He's also one of the world's top Global Gurus in customer service and customer experience.

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.

Befitting his roots in Arizona, Jay is a tequila collector, and maintains his allegiance to the teams of his alma mater, the University of Arizona.

Jay lives in the idyllic college town of Bloomington, Indiana with his wife and children, and travels from Indianapolis to speaking opportunities world-wide.

