

Jay Baer Bio

Jay is a customer experience and digital marketing pioneer, expert, advisor, researcher, and analyst.

He has spent nearly 30 years helping the world's most iconic brands gain and keep more customers.

A 7th-generation entrepreneur, Jay has written 6 best-selling books, and founded 5, multi-million dollar companies.

Jay is an inductee into the halls of fame for professional speaking and word of mouth marketing, and the creator of multiple award-winning podcasts.

He is also one of just two people in the world listed as one of the top 30 "global gurus" in two different knowledge categories (customer service, and internet marketing).

He founded the strategy and analysis firm Convince & Convert and is a board member of Experience Dynamic, a full-stack customer experience services collective.

Media outlets like CNBC, NPR, Fox Business, and The Wall Street Journal frequently rely on Jay to comment and contextualize top trends.

His very popular twice-monthly newsletter is at TheBaerFacts.com.

Jay loves:

- Growing businesses
- Delivering presentations (in-person or virtual) that audiences love
- Plaid suits (meeting planners get to pick which suit he wears)

He's also a licensed tequila sommelier and a certified BBQ judge.

