



Erik Sorenson

Sorenson Marketing Communications

Morning Keynote Speaker

8:00am – 9:20am

Marketing in a Virtual World of Sales & Marketing – Adapting for Today's Customers

Since the advent of the smartphone and social media, the marketing and sales noise has increased exponentially. Traditional ways of marketing seem to not work nearly as well as they used to. This new world requires adapting to a new strategy. With so many more options, how can you choose the right strategy that will lead to immediate and future positive impact to your business?

In this keynote, Erik will introduce a strategy that will expand your influence, keep customers engaged and strengthen relationships on autopilot.

Erik will provide proven frameworks that, if followed, create a simple path to create a thriving business across the 4 key areas of business growth in this energetic, productive, and entertaining presentation.

Erik Sorenson has been in the marketing & automation business for over 18 years. Before selling in 2016, he generated over \$65 million dollars in his advertising agency handling many Fortune 500 and 1000 companies like Walt Disney, TDS Telecom, The FBI, the US Air Force, Kia Motors, MaxxSouth Broadband, USA Communications, Gold's Gym, and JF Capital to name a few. Erik recently acquired a print & fulfillment center as well as a marketing automation company to add to his portfolio of available services to clients.

He has 10 blended children, and is a marathon runner, Ironman triathlete, and instrument-rated pilot.

Erik is also heavily involved in OUR Rescue, a foundation whose goal is to eliminate human trafficking inside and outside of the United States.