

# Jeff Marmins

## Qualifications

Jeff Marmins is Co-Founder and CEO of the C7 Group, a management consulting firm specializing in enterprise social business strategy. Jeff works with businesses and organizations to engage and communicate with customers and employees through the use of social software, community platforms, and other emerging web and mobile technologies. He is one of the original pioneers in helping to apply web technologies to solve business problems. Having applied social technologies in business since their invention, the news media seeks him out regularly for his insights into the social web. The Business Journal, Sacramento Bee, FOX, ABC, CBS, NBC, trade magazines and newsletters have featured or quoted Jeff as a social networking and technology thought leader.

Jeff is an advocate for community volunteerism. He is a founding Director of the Social Media Club, Sacramento Chapter, now in its fourth season, with over 600 members. Jeff has served the City of Folsom on its Utility Commission as well as on the boards of the Folsom Chamber of Commerce, Folsom Lake Symphony Orchestra and Mercy Hospital Community Council. One of Jeff's proudest achievements was securing corporate sponsorship and group participation to launch Philadelphia Cares, the 2002 Philadelphia Chamber of Commerce Non-Profit of the Year.

With a speaking style that is energetic, entertaining and personal, Jeff educates clients on social business strategies. He customizes every presentation to be audience specific, periodically adjusting to match the level of comprehension and engagement. His speaking engagements are better described as spirited discussion with high-participation and tangible take-away.

Jeff covers these topics from the 50,000 foot level down to the step-by-step, depending on audience and need. He has presented to government agencies, technologists, marketers, media, students, entrepreneurs, and many other groups.

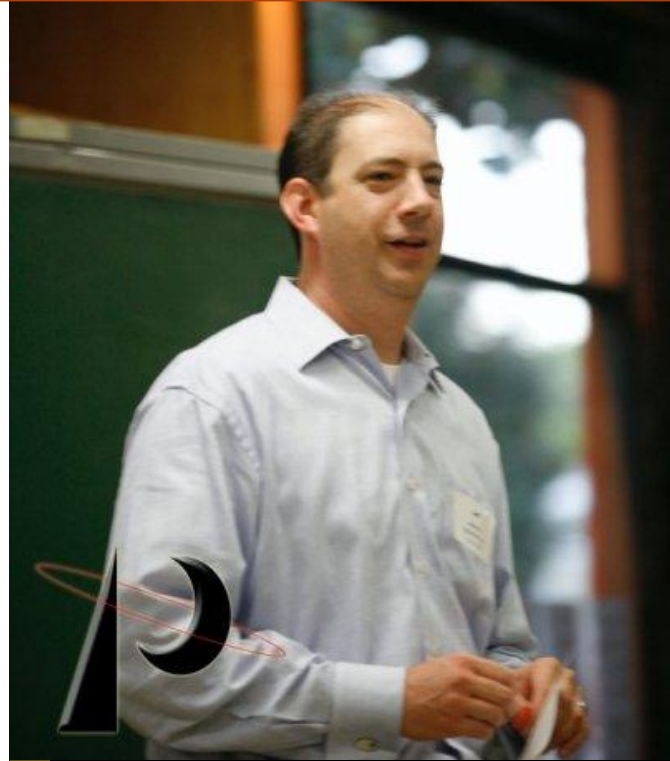


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# Jeff Marmins – Speaking Programs

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*“Jeff will leave you laughing and thinking.”*

*People stayed and talked.”*

*“Passionate. Fun facts. Stuff to consider and stuff to do.”*

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## **The Social Business Revolution**

Business as usual won't last long. Understand why social business is imperative. What are the key problems with business as usual? Why will you have to move to social business software tools in order to remain competitive? How are businesses already using these technologies successfully to change work-flow, improving communication and collaboration across their employees, customers and the social web?

# Jeff Marmins – Speaking Programs



## Why You Need To Care About Social Business and How it's Changing Company Culture

Whatever you want to call our era today: The Information age, the technology Age or the knowledge economy, our social connectivity via the internet is changing how we participate in each other's lives across the globe. Now, it is changing how business must listen to its customers and employees. The barrier between personal and business is crumbling. Each and every person now can reach millions in minutes, with good news or sharp criticism. As your business learns to listen, what will it do when it hears something?



## Monetize Social Networking: Build Trusting, Interactive Relationships That Generate More Revenue

Social Networking: It's an activity not a website. Marketing, public relations and the media are embracing the social web to attract new customers and build brand loyalty. It's a learning process to transition from "megaphone" to "mega-listen."

Customers can help decide which products go to market. What's next?



## How to Be an Engaged Enterprise: Take Collaboration and Communication to the Next Level

There are some steps that even an enterprise can begin to take while it considers its social business strategy. Now, social technologies are becoming

tools for customer service, human resources and research and development. Innovation is becoming more agile, Mergers more effective faster and service less expensive. Examine what the levels of maturity are for business, where you stand now, and what you can start doing so you can remain competitive in 2012 and beyond.