

## SPEAKER BRIEF

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### PROFILE

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- Founder and Managing Partner of the C7group, a consulting services and training firm specializing in social, digital business.
- More than two decades of experience in digital business transformation with websites, ecommerce, CRM and online communities from Bulletin Boards, Usenet newsgroups and list servers to modern discussion forums, wikis, blogs and social networking sites.
- Professional speaker often requested to spark change and ignite engagement with customers and employees by using social software, community platforms, and other emerging web and mobile technologies.



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“Jeff’s keynote opened my eyes to the future of social networking and put a professional versus social spin on it, which is helpful to me in re-tooling my business plan.” - *Renee Bosley, Wells Fargo Insurance Services*

### POPULAR PROGRAMS

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- Measuring the Value of Social Media
- Company Culture in the Customer Age
- Social Sales and Service: How to Build Trusting, Interactive Relationships That Generate More Revenue
- The Future of Sales
- *Programs can be customized and client specific*

### AUDIENCES

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Government Agencies | City Staff | C-Suite Executives | Technologists | Regulated Industry Leadership and Staff | Marketers | Media | Students | Entrepreneurs | Business Leaders |

### MEDIA APPEARANCES

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FOX | ABC | CBS | NBC | Business Journals | The Sacramento Bee | Sacramento Press | Entercom Radio | business2community.com | Columbia Daily Tribune | Columbus Dispatch | Social Media Today | articles-online.co.uk

### *Jeff* on MODERN BUSINESS

“Businesses that organize their culture from a **customers and people first** perspective and leverage social technology for communication, collaboration, customer service - internally and externally - will be the businesses that are still here 10 years from now.”