



VERNON ROSS

AUTHOR | SPEAKER | TRAINER

EXECUTIVE SUMMARY

Vernon is an author and digital storyteller with a focus on podcasting. His areas of expertise are podcasting, content creation, sales training and branding. Vernon speaks at industry events as a session leader, podcast expert and keynote on the subjects of branding, podcasting, digital marketing and sales training.

WHAT I DELIVER

Podcast Launch Strategy for the following:

- Sales Divisions (Sales Enablement, Training)
- Learn & Development HR
- Organizational Development
- Brand Advocacy

TESTAMONIALS

Joi James - Aflac

Vernon is an exceptional partner within the Digital Media Consulting space.

Perry D. Drake, PhD Co- Chair and Assistant Teaching Professor of Marketing - UMSL

Vernon Ross is a very well spoken, engaging and a warm speaker. He has a captivating presence and exudes confidence, strength and determination.

HOW TO CONTACT ME

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MASTER YOUR MESSAGE



The Guide to Finding Your Voice in Any Situation

MY EXPERTISE

Podcast Launch Strategy
Digital Marketing
Small to Med Business Development
Lead Generation
Sales Training
Facilitation and Training

SPEAKING | TRAINING | KEYNOTE | MODERATION

What you can expect for your event is an energetic speaker that will present content to your audience that's relevant and detailed. Few speakers have the experience to deliver a talk specific to podcasting in the corporate environment as well as producing popular podcast that have 1 million plus listenership.

At University level Vernon delivers a one day boot camp that teaches everything to get started in podcast every Spring.

In the corporate arena, I recently conducted a 1/2 day seminar for Aflac to senior leadership on how to craft podcast for their premiere broker/dealer network of offices.

With a style that's engages, Vernon knows speaks to the core issues that executives, teams, business owners, and audience members care the most about. His style and expertise has resulted in speaking at the some of the top events in the industry including: , Podcast Movement, FinCon, Podfest, BJC C&M Conference and a number of panels, and a host of other organizations that trust his ability to connect, educate, and inspire transformation.

RELEVANT EXPERIENCE

Founder - Enterprise Podcaster

Training and Facilitation - Internal Communications

Delivered training to organizations on how to interview on podcast. Creating a guesting strategy and measuring ROI for both internal and external audio content.

Adjunct Professor - UMSL

Podcasting: Starting, Marketing, and Mastering Your Podcast

Spring 2016 - Present

A Intensive one-day bootcamp being held on the campus of the University of Missouri – St. Louis will cover EVERYTHING that a podcaster needs to know to create a successful audio podcast.

BOARDS SEATS HELD

UMSL Business - Marketing Advisory Board

Board Chair - Fall 2017 - Summer 2019

Current Position

Board Member- Engagement Committee

Social Media Club St. Louis - Advisor

2013 thru 2017 Board Member