

Joel D. Warady

Principal – Joel Warady Group

Joel D. Warady is Principal of Joel Warady Group, a Marketing, Social Media, and Business Growth consulting firm based in Evanston IL, USA. Mr. Warady is a former owner of a US branded CPG company that at its peak had its products sold in over 17,000 retail locations throughout the US. Academically, Mr. Warady has served as a guest lecturer in the MBA program at Benedictine University, and has been an adjunct professor at the University of Illinois at Chicago. He has also taught in the International Business program sponsored by the State of Illinois and Bradley University.

Internationally, Mr. Warady is respected as a marketing and social media expert, speaker, and advisor. In his various businesses, he has been responsible for negotiating business relationships with companies throughout South and Central America, Europe, the Middle East, and the Far East. He has spoken on the subject of digital marketing, marketing trends, and social media to individuals and groups from Singapore, France, India, Austria, Turkey, Italy, Taiwan, China, Australia, Norway and the UK, as well as speaking to numerous groups and companies in the US. Currently he acts in an advisory capacity to numerous start-up companies, and is Chairman of the Board of EnjJoy Life Brands, LLC, in Chicago and sits on the Board of Directors of ProCare Ltd. of Helsinki, Finland.

Mr. Warady has spent 31 years in a marketing capacity in the retail, publishing and CPG industries, including 6 years at a major supermarket chain, 15 years developing a CPG company resulting in sales that exceed \$30 million (USD), and over 10 years as a marketing consultant and speaker.

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