

# MEDIA KIT 2009

2009

**Joel Warady**

Social Media  
**Strategic Marketing**

Business Growth

Web 2.0

**Branding**

Global Trend-Spotting

Brainstorming



## CONTACT:

[www.joelwarady.com/speaking](http://www.joelwarady.com/speaking)

[joel@joelwarady.com](mailto:joel@joelwarady.com)



847.859.1800



joelwarady



joelwarady

## CONNECT:

**LinkedIn** [linkedin.com/in/joelwarady](http://linkedin.com/in/joelwarady)

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# 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 Enjoy 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.

## Speaking Topics

Joel Warady is a noted speaker on the subjects of marketing, e-business, branding, business strategy, and entrepreneurship. Joel is able to bring real life experiences to his presentations and his ability to communicate his experiences in these various disciplines have make him a sought after speaker.

Joel is asked to speak frequently to both corporate groups and trade associations on the subjects of marketing and brand development, and groups from around the world have enthusiastically responded to Joel's presentations and seminars. He has successfully presented to groups from India, China, Taiwan, Ghana, France, Japan, English, Norway, as well as the US and Canada.

Some of the current presentation topics include:

**AhHa 2.0!** - What is happening in Web 2.0, 3.0, Social Networking, etc. and how does it all fit into your current marketing plan.

**Global Cooling** - What trends exist in the Global Marketplace, and how to know what's cool, what's hot, and what tomorrow's trends might be.

**Bless the Big Heads** - How to become a whole brain thinker, and use creativity to further your business goals.

**Unsticking the Stuck** - We facilitate brainstorming sessions in which we use uniquely developed methods to develop creative ideas.

**Marketing in the Digital Age** - How to use a variety of emerging digital media, such as blogging, Twittering, podcasts and text messaging to reach the unreachable consumer.

**Don't be Six Feet Under** - Make sure your customers and clients know that you and your company are alive. This seminar will teach you how to use multiple customer touch points, and a robust CRM initiative to bring life back to your consumer database.

## Who We've Talked To...

Participants from the following companies have attended Marketing Sessions

Aflac	Metropolitan Life Insurance
Alberto Culver	Midway Games
Allstate Insurance	Milestone Scientific
Archdiocese of Chicago	National Louis University
BP Amoco	Northwestern Financial Group
Bradley University	Oral-B
CAT Computers	Prudential Life Insurance
Chicago Transit Authority	PSDA CEO Summit
Cosmetics International	Schulke & Mayr
Dearborn Publishing	Sears
Dow Corning	SmartPractice
Draft Worldwide	Smith Bucklin
DSM Nutritional Products	Sprint PCS
Edward Jones	State Farm Insurance
Euromonitor Intl. PTE Ltd.	Sullivan-Schein
Helene Curtis	Symrise
Illinois Landscape Contractors Association	T-Mobile
Illinois Tollway Authority	TNS World Panel
Indiana University	Tracy Locke Partnership
Johnson & Johnson	Tribune Media Services
Jordan	University of Illinois Chicago
Levy Home Entertainment	University of Illinois Urbana Champaign
Linden Life Science	US Cellular
Lipotec S.A.	W.W. Grainger
Lucidline	Westone
Manners R Us	Wisdom Toothbrushes Ltd
Marketing + Strategy Consulting Group	Zam-Zam

## Video Interview Clips



### **The Today Show Interview**

November 3, 2007



### **The Today Show Interview**

December 29, 2005