

# Bradley H. Smith

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## EXECUTIVE RECOMMENDATIONS: *All may be contacted.*

*The consistency and excellence of Bradley Smith's marketing leadership and ingenuity played a very significant role in reshaping our brand and the business itself.*

*His day-after-day ability to create original and compelling content in a highly-regulated niche not only differentiated our brand, which he masterly re-launched, but also generated thousands of leads for the sales executives.*

*Bradley became a true subject matter expert across our niche, communicating at par with securities lawyers, CFOs and key stakeholders within public companies. From a content marketing perspective, he expanded our influencer base from a few hundred to tens of thousands. Perhaps most importantly, he moved from concept to planning to execution without delay.*

*He was an essential strategic element to our success and eventual acquisition. Every president needs a Bradley on their team.*

### **Liam Power**

President ~ Vintage, SVP ~ Cision  
<https://www.linkedin.com/in/liampower/>

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*Bradley Smith is the most dynamic and dedicated employee ever in my charge. His marketing leadership and niche expertise was a keystone for the acquisition of Shareholder.com by the Nasdaq as well as the product, marketing and sales integration of the subsequent acquisitions that became Nasdaq corporate services.*

*He was vital to our internal communications, keeping staff and employees informed and connected with both positive as well as frank, hard messages. This was a critical function throughout our extremely aggressive M&A activities. Bradley drives transparency.*

*A fair but fierce competitor, he is extremely attuned and excited by top-line growth. In addition to an outstanding marketer, Bradley is a true sales enabler. During our working tenure at Shareholder.com and into Nasdaq, our corporate services revenue grew from \$6 million to \$72 million.*

### **Douglas A. Ventola**

Managing Director ~ Consilio LLC  
<https://www.linkedin.com/in/doug-ventola-a83b893>

PROFESSIONAL HISTORY: President, Shareholder.com, SVP, Nasdaq, Inc.

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*In my experience, Bradley is a unique marketing talent. He is not only highly creative with excellent hands-on skills, but also works hard and works fast.*

*The result of Bradley's marketing leadership, Shareholder.com was able to project a marketing presence - at conferences, in our literature, on our website, through direct marketing - far larger than our actual size. As an outcome, Shareholder.com was acquired by Nasdaq for multiple times revenue.*

*He's also a real pleasure to work with.*

### **Ronald H. Gruner**

Retired  
<https://www.linkedin.com/in/ron-gruner-085015b>

PROFESSIONAL HISTORY: CEO and Founder ~ Shareholder.com

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*Simply, Bradley is the most dedicated and dynamic marketer who has ever worked for me. A real conceptual thinker who knows how to execute his ideas.*

*I would hire him again in a heartbeat.*

**William C. Greenway**

Retired

<https://www.linkedin.com/in/william-greenway-8738444>

PROFESSIONAL HISTORY: CEO and President - *InfiMed, Inc.*

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*I have worked with and met hundreds of marketing executives, both entrepreneur and enterprise, and I can unequivocally say that Bradley Smith is the real deal. He is a fearless digital marketer, steeped in creativity and leadership expertise.*

*Annuitas and PR Newswire collaborated to build a comprehensive persona-driven automated lead generation program that not only exceeded PR Newswire's marketing ROI KPI, but, wonderfully, earned a coveted award from Marketo: 2016 Enterprise Marketing Team of the Year. Bradley's contribution to the award is immeasurable. His understanding of the power of content, ABM, MarTech and the buyer's journey process is first class.*

*Bradley will infuse immediate impact into any organization hunting for a goal-oriented leader who will absolutely roll up his sleeves and get the job done. I hope to work with Bradley, and his infectious high spirits, again.*

**Adam B. Needles**

CEO ~ *Annuitas*

<https://www.linkedin.com/in/abneedles/>

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*Bradley Smith is one of only a few marketing leaders I've worked aside who truly partnered with sales, strategically and tactically. Together, we had the responsibility to rebuild the Vintage brand while continuing to propel it forward as a valued PR Newswire division.*

*One initiative converted our annual client contact renewal from a tedious phone and manual email process into a streamlined automated email process. Not only did his campaign generate over \$2,000,000 with a single email, this saved my sales team hundreds of hours so they could focus their efforts on developing new opportunities.*

*Bradley's consistent and creative thought-leadership, messaging and communication positioned my team for daily success. He is an incredible asset to any sales leader and made Vintage an eventual gem for acquisition.*

**Trevor Loe**

Senior Vice President, Sales Manager - *Toppan Vintage*

<https://www.linkedin.com/in/trevorloe/>

PROFESSIONAL HISTORY: VP, Sales ~ *PR Newswire/Vintage*

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*Bradley Smith is probably the most instinctive and creative marketing executive I have ever worked with.*

*He has the outstanding ability to combine strategic course and tactical execution in the same thought. Bradley's branding and marketing work was a key factor that brought Shareholder.com to the attention of the Nasdaq – initially leading to our marketing partnership and, subsequently, to the acquisition of Shareholder.com by Nasdaq. He built a powerful brand.*

**Enzo Villani**

CEO ~ *Equities.com*

<https://www.linkedin.com/in/enzovillani>

PROFESSIONAL HISTORY: Managing Director of Products and Strategy ~ *Nasdaq, Inc.*

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*Strategic thinking seem to come easily to Bradley. His ability to align desperate ideas and activities into a cohesive marketing and sales direction was critical for our 5X growth in sales. One specific example – he turned our fractured sales network of 900 sales professional into an organized marketing channel – complete with co-op advertising and sales seminars.*

*Also, as an ambassador for our company, worldwide, he triumphed no matter the country or situation we dropped him into: India, France, England, Spain and México. Our Japanese VAR partners especially enjoyed Bradley's relentless work ethic and easy-going manner.*

*My best hire ever.*

**Kevin C. Oakley**

CEO ~ EMERG+NC Property Rescuers

<https://www.linkedin.com/in/kevincoakley>

PROFESSIONAL HISTORY: SVP, Sales & Marketing ~ InfiMed, Inc.

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*Bradley Smith is one of the most talented and creative modern marketers I've had the pleasure to work with. In the year leading up to the sale of Shareholder.com to Nasdaq, I worked very closely with Bradley to develop social media marketing initiatives to position Shareholder.com as the undisputed market leader.*

*While I thought I'd teach Bradley a thing or two about marketing, it ended up being more the other way around -- I was learning from a master marketer. In fact, the programs we developed together were so successful that I featured them in my international bestseller 'The New Rules of Marketing & PR.'*

*Now Bradley's ideas are seen as a benchmark of excellence and are studied by marketers in 29 languages around the world.*

**David Meerman Scott**

<https://www.linkedin.com/in/davidmeermanscott>

Marketing strategist and bestselling author of *The New Rules of Marketing & PR*

BusinessWeek Top Ten business book, 2009: Amazon #1 PR and Marketing booklist, 2009 – 2018

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*Bradley Smith is an incredibly creative and strategic marketer with strong content, data and tactical skills, and his marcom programs are successful across the mosaic of marketing metrics: generating awareness, engaging community, acquiring leads and delivering sales.*

*Using a mix of channels – content, social, email, events, video and more – Bradley built PR Newswire's Vintage brand into a top three leader in the SEC filings and regulatory compliance industry, alongside industry gorillas RR Donnelley and Merrill.*

*Bradley and I were senior members of the pioneering PR Newswire team that won the 2016 Marketo Revvie award for Enterprise Marketing Team of the Year. We were recognized for an automated demand generation program that achieved a 166% lift in qualified leads and a 361% increase in marketing-influenced revenue year-over-year.*

*Last points: he's always thinking on new paths to differentiate products and, as a bonus, he's a joy to work with.*

**Eva Rohrmann**

Director, Product Marketing ~ Cision/PR Newswire

<https://www.linkedin.com/in/evarohrmann>

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*Bradley Smith delivered the highest ROI (Return-On-Intelligence) of any marketing officer PR Newswire ever hired.*

*The quality and quantity of work he creates – ranging from macro strategic messaging to the micro-level of his industry-leading blog to the complete rebranding of our compliance services division is overwhelming. Inventive and relentless, Bradley has a creative mind underpinned by drive and resourcefulness. Simply put, he gets things done. [cont...]*

Since his joining PR Newswire, he aligned marketing with sales and client retention, resulting in a 42% CGR for our shareholder communications division. He is the consummate content marketer, has an in-depth knowledge of demand generation and, wonderfully, is a ton of fun to work aside.

**Sarah Skerik**

VP of Marketing ~ SurePayroll, a division of PayChex  
<https://www.linkedin.com/in/sarahskerik>

PROFESSIONAL HISTORY: Vice President, Strategic Communications ~ PR Newswire

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*I learned more about event marketing from Bradley Smith than the preceding four marketing leaders I worked for at PR Newswire. Not only is he calm under the great pressure of physical events, he is a master at maximizing the enormous effort and expense associated with conferences – as well as setting realistic goals and expectations. His booth placement strategies and designs are second to none.*

*At our first event together, he literally tripled the booth traffic compared with all the previous years' at this same industry annual conference. More importantly, these were conversations, not cards dropped in a fishbowl.*

*Bradley also connected the dots between the “analog” aspects of a physical event with our “digital” demand generation methodologies. Lastly, I could always depend on him to participate or moderate on live panels and on webinars. Events require creative problem-solving, and that is exactly Bradley.*

**David Korvah**

Marketing Manager, Specialized Technologies and Global Cross-Market Programs ~ CSA Group  
<https://www.linkedin.com/in/davidkorvah/>

PROFESSIONAL HISTORY: Marketing Manager, Corporate Events ~ PR Newswire

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*Bradley's international expertise was vital to the success of our European expansion.*

*A seasoned international marketer, he executed quickly and skillfully to position the company as a global brand and he understood and adapted when localized communications and product attributes were required. With Bradley coordinating our international marketing, we never worried. He's cool under pressure and time zones don't seem to affect him. Bradley's enthusiasm is always tuned-up and switched on. Clients just loved meeting with him.*

*Bradley will be a successful and smart international marketer and ambassador for any organization fortunate to work with him.*

**Joy Kinnear**

Vice Consul ~ Department for International Trade at British Consulate General  
<https://www.linkedin.com/in/joykinnear>

PROFESSIONAL HISTORY: Senior Managing Director ~ Shareholder.com and Nasdaq, Inc.

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*Bradley Smith and I have been corporate business partners on several occasions in our industry – and now as teammates at PR Newswire. I can state indisputably that working with Bradley is always a personal pleasure and commercial success. One project was honored with a Fast Company magazine “Champion of Innovation” award and our current project generated revenue in its very first month and continues to escalate exponentially.*

*His marketing is brilliant and most importantly, he executes on his strategies. In our industry, Bradley is known for his creativeness, effectiveness, and many memorable campaigns.*

*He is one of the most widely celebrated and most trusted corporate services executives in investor relations.*

**John Viglotti**

VP, Investor Relations Products and Services ~ Cision / PR Newswire  
<https://www.linkedin.com/in/john-viglotti-b03b6a>

*As CEO of NIRI, I have worked with Bradley Smith for several years. He is an important, trusted and knowledgeable marketing and business professional. Bradley's energy is infectious as he represents his organization and helps others around him succeed.*

*He has been a critical resource to NIRI on many occasions regarding key investor relations issues - disclosure, transparency, corporate governance, communications - both to help educate NIRI's 4,000 members, as well as an information resource for advocacy efforts with the SEC. Bradley is truly "a member and partner" of our professional organization and has always gone well beyond being just a "service provider."*

*In my personal opinion, Bradley Smith is an outstanding individual and professional.*

**Jeffrey D. Morgan, CAE**

CEO ~ Club Managers Association of America (CMAA)

<https://www.linkedin.com/in/jeffreymorgan>

PROFESSIONAL HISTORY: President & CEO ~ National Investor Relations Institute (NIRI)

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*During my tenure working with Bradley at Shareholder.com, we grew our client base from 350 to over 1,300 companies and grew revenues over 600%. The highest professional compliment I can offer regarding Bradley is "he respects and understands sales." I have found that to be a unique attribute for a marketing professional.*

*He fueled my sales team with exceptional marketing leadership and most importantly, with tools they needed to find, convince and close deals. Bradley's a great partner for a sales leader and a creative asset to a sales force.*

**Michael C. O'Brien**

Strategic Account Executive ~ Everbridge

<https://www.linkedin.com/in/michaelcolemanobrien>

PROFESSIONAL HISTORY: Vice President, Worldwide Sales ~ Shareholder.com and Nasdaq, Inc.

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*I have worked with Bradley for over seventeen years and without question, he one of the most respected and talented marketers in our niche.*

*Bradley created and championed an "informal" sales and marketing relationship between our two companies. This successful synergetic relationship influenced the formal partnership with Nasdaq and our exciting joint-product development. His brand development, messaging and subsequent sales and marketing launch of this joint-product was extremely successful - orchestrating all channels: print, video, news and especially social media.*

**Brian P. Rivel**

President ~ Rivel Research Group

<https://www.linkedin.com/in/brian-rivel-73b5073>

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*Bradley Smith is a true mentor and a natural leader – something our department sorely needed. His entrepreneurial approach to marketing is infectious and inspired the team, a quality often lacking at a \$300M, 60 year-old organization.*

*Bradley's high-level strategies, including a complete re-brand, were next to flawless and his technical prowess within tools like Marketo assured execution. He is a rare combination of marketing thought leader and tactician, and our team benefited and learned from his 360° approach. His content and blogs are renowned within the niche, both for their serious, concise content as well as their often humorous readability—blog contributors often turned to him for advice on developing a voice and leveraging humor within the most "dry" subject matter.*

*Certainly, I'm a better marketer for having worked for Bradley, and am fortunate to continue to have a mentor in him—and I know that sentiment would be echoed by all who have had the privilege of seeing his work in action.*

**Caitlin Carragee**

Inbound Marketing Manager ~ SurePayroll

<https://www.linkedin.com/in/caitlincarragee>

PROFESSIONAL HISTORY: Senior Manager, Strategic Communications ~ PR Newswire

*As my manager, Bradley was patient, accessible and loved to hear to new ideas – even if opposed to his own.*

*His nurturing and guidance expanded my financial opportunities and broke the professional ceiling for my entire career. I always felt that my growth was very important to him.*

**Heather Shyne**

Director Sales NE & Mid-Atlantic ~ JMA/Teko/CSS  
<https://www.linkedin.com/in/heather-shyne-09a65323>

PROFESSIONAL HISTORY: Corporate Communications and Training ~ InfiMed, Inc.

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*Bradley's expertise delivering complex topics clearly and succinctly is top-notch. He deciphered the intricacies of complicated federal regulations to create and market an entire new suite of products. It was an extremely successful launch, due to Bradley's talent of packaging the product and the message together.*

*One of the most creative people I have ever met.*

**Stephen Schultz**

Vice President, Investor Relations ~ GW Pharmaceuticals  
<https://www.linkedin.com/in/steve-schultz-222040b>

PROFESSIONAL HISTORY: Director of Corporate Governance ~ Shareholder.com

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*Bradley has a passion for great execution that is both refreshing and often rare in a rigid matrix-based corporate structure. He exhibited sophisticated prowess for building consensus from other business units – especially considering he was thrown into our politics via the acquisition of his (Shareholder.com) company.*

*He is very clever at thinking "outside the box" yet somehow still remaining within the lines of a strict corporate structure. A trustworthy team player and, frankly, inspiring to work with.*

**Blair Shelby**

<https://www.linkedin.com/in/blair-shelby-2b338a6>

RELATIONSHIP HISTORY, Managing Director ~ Nasdaq, Inc.

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*I worked for Bradley on our client communications projects and found his energy and enthusiasm to be infectious. My favorite attributes about Bradley are his strength to take responsibility and to fearlessly make a decision.*

*The entire company looked to Bradley for guidance.*

**Katherine Howe**

Product Specialist ~ Nasdaq, Inc.  
<https://www.linkedin.com/in/klhowe>

PROFESSIONAL HISTORY: Senior Account Manager, North America ~ Shareholder.com and Nasdaq, Inc.

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*In my career, I have literally worked with hundreds of marketing and communications professionals worldwide and without a doubt, Bradley Smith is the most collaborative and confident executive I have had the pleasure to partner with. His contributions to our industry events - Think Tanks, seminars, best-in-practices award galas – not only continually raises the bar his for brand, but for our brand as well. It's also important to note that my editors and writers trust him as an unbiased industry expert.*

*He is outstanding at maximizing the marketing opportunities and relationships placed before him.*

**Ian Richman:** President and Publisher ~ Cross Border Ltd. / IR magazine  
<https://www.linkedin.com/in/ian-richman-60b22a11>