

Maximize Your Grow Boating Investment

Marine Industry Marketing Summit

Keynote Speaker

Marcus Sheridan, President, The Sales Lion



In 2001 and fresh out of college, **Marcus Sheridan stumbled across his first business** with two friends and began installing swimming pools out of the back of a beat-up pickup truck. Nine years later, and with the help of incredible innovations through **inbound and content marketing**, Sheridan’s company overcame the collapse of the housing market and became one of the **largest pool installers in the US** and currently has the most visited swimming pool web site in the world... [River Pools and Spas](#).

With such success, in late 2009, Sheridan started his sales/marketing/and personal development blog—[The Sales Lion](#), and has since grown The Sales Lion brand to be **synonymous with inbound and content marketing excellence** while being featured in multiple industry publications, including the New York Times where he was referred to as a “*web marketing guru*.” Today, when **Marcus Sheridan** is not giving riveting and passion-filled keynotes around the globe or consulting with businesses and brands, he generally finds himself on an adventure with his wife and four children.

Maximize Your Grow Boating Investment

Marine Industry Marketing Summit

Featured Speakers



Peter Houseworth – Director of Client Service, Info-Link

Peter joined Info-Link in 2000 and currently serves as Director of Client Services. He is primarily responsible for the design, development and delivery of information solutions. Working closely clients and prospects he is primarily focused on helping to make more informed business decisions based on each companies' specific goals and objectives.

Before joining Info-Link, he spent 15 years in the financial services industry as a corporate and multinational banker in both the US and Latin America, most recently as Executive Vice President of a nationally chartered commercial bank in Miami, Florida. He graduated from New England College with a BA in Economics and Business Administration and subsequently earned an MBA from Florida International University. His interests include boating, skiing, running and competing in numerous obstacle course races annually.



Meredith Engelen – Senior Brand Strategist, Olson

Meredith helps brands think like people. As a steward of empathy, she connects what people care about most to what her clients' brands have to offer. When leading strategic planning, brand positioning, consumer research, and campaign development, Meredith focuses brands on what matters most to drive business success: serving a real purpose in peoples' lives.

This perspective guided Meredith as she led Discover Boating's first-time boat buyer research initiative last year, a landmark study exploring the journey to boat ownership for those new to boating. Currently, she works with Discover Boating on annual strategic planning for communication campaigns and with Grow Boating on key industry research initiatives.

Meredith's current and/or past clients include Discover Boating, McDonald's, 3M, msnbc, Wilson Sporting Goods, and the Minnesota Wild. Meredith has an M.A. in Strategic Communication from the University of Minnesota–Twin Cities, and a B.A. in Journalism and Mass Communication, and Political Science from the University of North Carolina–Chapel Hill.

Maximize Your Grow Boating Investment

Marine Industry Marketing Summit

Featured Speakers



Armida Markarova – Founder & Chief Strategist, Marketing Strategy Hub

Armida Markarova is an award winning Brand and Marketing Strategist who partners with companies to help them turn their marketing dollars into business outcomes that matter. As the Founder & Chief Strategy Officer of Marketing Strategy Hub, Armida and her team are focused on making sure that their clients stay on top and ahead of marketing trends by providing them with strategic marketing plans and educational workshops that help them acquire new customers and keep more of the ones they've already got.

With over 15 years of experience in marketing, Armida is one of the pioneer digital marketing strategists generating results and driving value for companies when Facebook, Twitter and LinkedIn didn't even exist. Prior to founding Marketing Strategy Hub, Armida served as a Vice President of Marketing at National Marine Manufacturers Association and Discover Boating, leading a team of digital marketers and serving the boating industry. For 12 years, Armida served as one of the key staff advisors to the Grow Boating Board of Directors.

Armida's approach to marketing and digital marketing is deeply rooted in understanding of the customer's journey to purchase vs. just the final step of selling. She is a strong believer in data driven marketing – and uses analytics and data to drive her recommendations for her clients, which have proven to increase ROI and deliver desired business outcomes.

Steve Pizzolato – CEO & Founder, Avala Marketing Group

Steve founded AVALA in 1997. He has 35 years of overall marketing experience with a focus on helping improve the marketing integration between manufacturers, their distribution network and the eventual end user consumer or business buyer. Early in Steve's career, his focus was database marketing, which enabled his clients to go to market directly via database driven engagements.

That strategy, while still core to his marketing mix, evolved into adding digital techniques, including the development of a Marketing Automation software platform, called Aimbase, as well as other marketing technologies. AVALA is a leader in the implementation of marketing technology and market strategy with high-consideration brands that utilize distribution channels to reach the ultimate end buyer.

