



Mathew Sweezey

Principal of Marketing Insights

Salesforce

Areas of Expertise

- Marketing Automation
- Buyers Journey
- Lead Nurturing
- Demand Generation
- Content Conversion
- B2B Marketing
- Future Marketing Trends

Trends

- Marketing transformation from offline to online
- Best Practices for B2B engagement with prospects
- Increase lead volume and revenue goals
- Lead Nurturing
- Adoption of Marketing Automation by vertical
- The future of Content Marketing
- Social marketing and it's role in B2B

Biography

Mathew is Principal of Marketing Insights for Salesforce.com, and regarded as one of the top minds on the future of Marketing. A consummate researcher and thinker, Mathew's work is often cited leading publications such as Mashable, VentureBeat, PCWorld, CMO.com, Information Week, Forbes, and Huffington Post, and numerous others. Mathew is a frequent speaker at conferences around the world and routinely works with the worlds largest and most well-respected brands including: NATO, MIT, UPS, HomeDepot, NASCAR, Verizon, and Dell.

A consummate writer, he authors columns for multiple publications, such as Moz, Mashable, DemandGen Report and his work is often quoted in books including "The Digital Marketer", "The ReTargeting Playbook", and wrote the forward to "The Complete Guide to B2B Marketing". Mathew also is the author of Marketing Automation for Dummies, with his next book "Context" due in Q2 of 2017 published by Harvard.