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May 19th 2016: Marketing: the big picture

Our host will be joined by two superstars in the world of marketing - Aaron Goldman, CMO of 4C, and Shira Abel, CEO of Hunter & Bard, to give you a big-picture overview of marketing, and how to market at Lightspeed! Topics this week will include social media, events, inbound marketing, and community building.

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Featured Guests



Aaron Goldman

Aaron Goldman is CMO of 4C a data science and media technology company. Bridging TV and social media, the 4C product suite helps marketers make multi-screen magic. Well-known in the industry for his freestyle flow, Goldman has been running the digital marketing rap game for more than 15 years. Prior to 4C, Goldman was CMO at Kenshoo, a leading enterprise marketing software company, for nearly 5 years. Previously, Goldman founded Connectual, a digital marketing consulting and matchmaking firm.

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Shira Abel

Shira Abel is the CEO of Hunter & Bard (H&B), an inbound marketing and branding agency that works with fast growing, revenue generating SaaS companies on lead generation and thought leadership, and tech companies on branding and design. H&B is focused on building tech leaders through strong content and branding. Shira is currently acting CMO for Cyara, which accelerates the delivery of flawless customer experiences. Shira is also a sought after Corporate Speaker - and has spoken at Axa Tech, Allianz, eToro and more.

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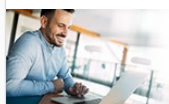
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