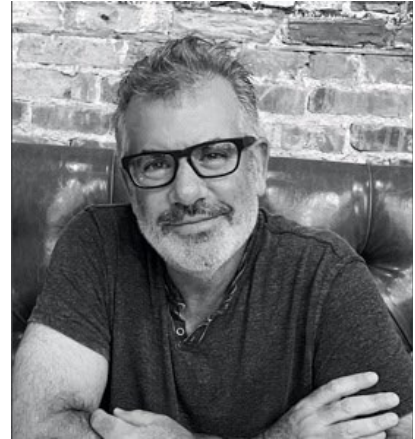




## Eric Keiles

### Founder and CMO, Square 2 Marketing

Eric Keiles is a leading sales and marketing strategist focused on pioneering a new marketing methodology. Eric is the Founder and Chief Marketing Officer of Square 2 Marketing. Eric, along with his business partner Mike Lieberman, coined the concept, Reality Marketing™ to describe how businesses can utilize cost effective inbound marketing tactics to achieve dramatic revenue growth. They are leading the revolution in how entrepreneurs change the way they think about marketing their companies. Marketing Sherpa has called the duo “original and contrarian marketers”. Square 2 Marketing was named the “Inbound Agency of the Year” by HubSpot in 2013 and 2015.



Their popular first book, *Reality Marketing Revolution* is a thesis on the changing world of inbound marketing and the dramatic shift in buyer behavior. It introduces concepts like “The Red & Blue Test,” “Being Remarkable,” and the “Cup of Coffee Challenge.” Verne Harnish, the “Growth Guy” named the book, the “best how-to marketing book ever.” Their second book, *Fire Your Sales Team Today*, is upsetting the traditional sales department by demonstrating through many real-life examples how effective marketing makes the “traditional sales guy” obsolete. It outlines a complete inbound sales process, too. Eric is also the editor of a weekly e-newsletter reaching almost 20,000 business owners and entrepreneurs focusing on this topic.

A natural entrepreneur himself, Eric has founded and grown eight (8) companies since 1997. Prior to founding Square 2 Marketing, Eric created The Stitches Catalog and The Logo Workshop, two national graphic design and promotional products companies. He is a former franchisee of a national franchise and currently operates a travel and tourism hospitality group in Philadelphia.

A popular writer and public speaker, Eric has provided expert insight on panels and speaking appearances throughout America’s entrepreneurial community. He also hosts Square 2 Marketing’s monthly workshop and webinar series to help business owners learn effective marketing strategies for their businesses. Eric is also a guest lecturer at several universities. A graduate of George Washington University (BA) and Temple University (MBA), Eric and his family reside in Center City Philadelphia.