



# Speaking Experience

**Andy Sernovitz's Word of Mouth Marketing: How Smart Companies Get People Talking**

## Highlights of Andy Sernovitz's Speaking Experience

A full list of more than 200 keynotes is available upon request.

### Private Corporate Presentations

1. Amway
2. Bazaarvoice
3. Beam Global
4. Bosch
5. Cisco Systems (x2)
6. Dell (x3)
7. eBay (5+)
8. ExactTarget
9. GE
10. Google (x2)
11. Hewlett-Packard
12. Kimberly-Clark (x2)
13. Kraft (x3)
14. Maker's Mark
15. Mayo Clinic
16. Microsoft (5+)
17. National MS Society (x2)
18. REI
19. Sprint
20. Sysco
21. TechData (x2)
22. UPS
23. Zappos

### Academic and Government

1. Centers for Disease Control & Prevention
2. Central Intelligence Agency (SAIC)
3. Columbia University
4. Department of Energy
5. Federal Reserve Bank of New York
6. Harvard University
7. Northwestern University (Faculty & Guest Lectures)
8. United States House of Representatives
9. United States Senate (x3)
10. University of Chicago
11. Wharton School of Business (Faculty & Guest Lectures)

### Conferences & Associations

1. Advertising Research Foundation
2. American Advertising Federation
3. American Association of Blood Banks
4. American Dental Association
5. American Management Association
6. American Marketing Association (5+)
7. American Resort Developers Association
8. ASAE
9. Association of National Advertisers
10. Chicago Convention and Tourism Bureau
11. CMO Summit
12. Conference Board (x2)
13. Corporate Event Marketing Association
14. CUNA
15. Direct Marketing Association (5+)
16. Forrester (x2)
17. MarketingProfs (x3)
18. Measuring Word of Mouth
19. National Association of Broadcasters
20. National Realty Committee
21. National Restaurant Association (5+)
22. NetPromoter Summit
23. Pacific Coast Builders Conference
24. Shop.org / National Retail Federation (5+)
25. Social Media Summit
26. SocialMedia.org (20+)
27. Symposium for the Marketing of Higher Education
28. Word of Mouth Basic Training
29. Word of Mouth Crash Course (x4)
30. Word of Mouth Marketing Association (5+)
31. Word of Mouth Marketing Summit
32. Word of Mouth Research Symposium
33. Word of Mouth Supergenius (x2)
34. Young Presidents' Organization (x3)