




JOHN WALL

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BIO:

John J. Wall writes, works and speaks at the intersection of marketing, sales, and technology. As Partner and Head of Business Development at Trust Insights, he is responsible for managing all aspects of sales and customer success.

He is the producer of Marketing Over Coffee, a weekly audio program that discusses marketing and technology with his co-host Christopher S. Penn, and has been featured on iTunes. Notable guests include Seth Godin, Simon Sinek, Chris Brogan, David Meerman Scott, and Ty Pennington. His work has been profiled by Forbes, Inc., CBS, DMNews and The Associated Press.

John has held positions specializing in Customer Relationship Management, Marketing Automation and sales support systems at both venture-funded and privately held businesses, working with clients such as Microsoft, Oracle, and Salesforce.com.

He's spoken to audiences from 2 to 2,000 at events like Dreamforce, INBOUND and for groups like MarketingProfs, Association of Inside Sales Professionals, PRSA and more. Current speaking topics include Sales / Marketing Alignment, Attribution Analysis, and Machine Learning-Driven Tactics for Marketing Campaigns.

His latest book, *The Marketing Over Coffee Playbook* is the follow up to *B2B Marketing Confessions*, both available on Amazon.

INTERVIEW TOPICS:

- Marketing
- Marketing Technology
- Artificial Intelligence and Machine Learning
- Predictive Analytics for Marketing
- SEO
- Social Media Trends

SAMPLE QUESTIONS:

1. How do I take advantage of machine learning and artificial intelligence to grow my business?
2. How can an entrepreneur go about building an engaged and loyal audience to turn your podcast into a powerful marketing tool?
3. What are the most important social media trends for 2020 and what should sales and marketing people do about it (Instagram? Tik Tok? WikiTribune Social?)
4. Who should own prospecting and lead qualification, marketing or sales? Which structure is more effective?
5. What's the biggest mistake most sales and marketing organizations make that's holding them back?
6. What should sales and marketing managers be doing to maximize SEO?
7. Is Predictive Analytics for marketing a crystal ball or complete BS?
8. How many different marketing campaigns should you run and how do you choose?
9. Why do sales and marketing departments reach a "These Marketing Leads Suck" / "Your Sales Follow Up Sucks" impasse?

