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Mark W. Schaefer Professional Credentials

Core competencies

- Marketing strategy
 - New product advancement
 - Internet technologies and eCommerce
 - International sales and marketing
 - Social media marketing
 - Talent development and team-building
 - Strategic planning and execution
 - Change management
 - Content marketing
 - Organizational development
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- 29 years experience in sales, public relations, marketing, and eCommerce
 - Currently serves as:
 - Executive Director, Schaefer Marketing Solutions LLC
 - Adjunct marketing professor, Rutgers University MBA Program
 - Adjunct professor of organizational management, Tusculum College
 - Adjunct professor, Pellissippi State College (social media marketing)
 - CMO for Freesource Inc. (Philadelphia) and CRI, Inc. (Chattanooga)
 - Client list includes AARP, Scripps, Anheuser-Busch, Coca-Cola, Coldwell-Banker, MLT Creative, Keystone Foods, U.K. government, many others
 - Internationally-recognized blogger at {grow} www.businessesGROW.com/blog. Advertising Age "Power 150" global marketing blog; 2010 runner-up for PR blog of the year.
 - Top 5% of "influencers" on Twitter
 - Seven international patents for new product innovations. Have worked in 20 nations.
 - Recent speaking engagements: American Public Power Association National Conference; International Economic Development Conference, National Webinar on B2B blogging; Cincinnati Digital Marketing Conference;
 - Journalism degree – West Virginia University
 - MBA – Claremont Graduate University (studied under Peter Drucker)
 - Masters Degree in Applied Behavioral Sciences – Bastyr University, Seattle
 - Other graduate level education includes Statistical Process Control (Luftig & Associates); Creating Strategic Leverage (University of Chicago); eCommerce Strategy (Wharton Business School); Supply Chain Management Graduate Certificate Program (Lehigh University)

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