



DAVID ROSENBERG

Marketing Strategy

CATEGORIES

Keynote
Conference Break Out Session
Workshops
Seminars
Corporate Training
Motivational Speeches
Product Endorsements
Business Events
Emcee

SPEAKER BIOGRAPHY

David Rosenberg is an award-winning marketing strategy leader helping companies bring new life to underperforming products and services or launch new, innovative products into various markets. He has significant experience working with businesses of all sizes from start-ups to multi-billion-dollar companies.

Currently, David is the President & CCO of Woosh Marketing Consultants. Before this role, he held senior leadership positions in sales, marketing, and strategy. With marketing strategy experience in healthcare, CPG, Law Firms, trucking companies, Film & TV, start-ups, restaurants, and more across multiple markets globally, David is uniquely qualified to help businesses thrive – whatever kind they are.

SPEAKING TOPICS

Perception Management in Marketing

Main Takeaway: Before a successful marketing strategy can begin, you need to do a full perceptual map (internal and external).

Emotional Intelligence & Perception Management in the Workplace

Main Takeaway: What we perceive is what we believe.

- You can continually improve your soft skills
- You can continually modify perceptions

Atti-Tune-Up: How to always be the best version of yourself.

Main Takeaway: Can't never could

- Life is full of "should haves"...lots of us continually "should" all over ourselves. We can change this in a matter of seconds.
- If you focus on only the things you can control, you will be happier in every area of your life.

ACHIEVEMENTS

- Marketing Innovation Award Baxter Healthcare
- Global Marketing Best Practices Award UCB Pharma
- Global Innovations in Marketing Award AAI Pharmah4
- Product Development Award Sigvaris Group
- Global Product Innovation Award Athena Neurosciences
- Sales Representative of the Year Award Raymond G. Smith
- Speech Communication Award Toastmasters International
- Advanced Toastmaster Achievement