

INSPIRES AND MOTIVATES

David Mitroff, Ph.D. makes information more accessible and useful by combining together technology with case studies from his work as a business and marketing consultant. Whether your group has 20 people or 1000, David inspires and motivates people to take action. His talks are always customized to meet the needs of the diverse groups and organizations he has spoken to.

SUMMARY OF PROGRAMS

David has several **Keynote Programs** including: Social Media Strategies For Measurable Results and The Networked Professional: Adding Value to Your Practice with the Power of the Internet. He is also an authorized expert speaker for Constant Contact and delivers **Constant Contact Sponsored Programs** including Social Media Marketing Made Simple, Email Marketing for Small Business, and Event Planning. In addition, During the past 10 years, David has conducted over 300 **Continuing Legal Education Workshops** at Law Firms throughout California and can provide MCLE Credit to law firms on topics ranging from Creating Social Media Policies, Using Social Media Sources in Legal Research and Reputation Management.

ABOUT DAVID MITROFF, PH.D.

David Mitroff, Ph.D. is a business consultant, marketing expert and keynote speaker who founded Piedmont Avenue Consulting, Inc., where he advises on leveraging new technology to create brand awareness, strengthen customer loyalty and streamline processes with proven results. David has held numerous consultative sales and technology positions, along with co-founding three companies, covering diverse environments including technology, business, legal, financial, retail, restaurant, government, academic, and health care. Dr. Mitroff has an extensive educational background, in addition to professional sales training, which includes a Ph.D. in Clinical Psychology with coursework in Business Administration, Legal Studies, and Marketing providing a foundation for excellent critical and analytical thinking, business strategy, relationship building, and networking. He is a sought after speaker and media expert (NBC, ABC, KTVU) on a wide range of topics from social media to the psychology of relationships. Through his consulting, lectures, trainings, and keynotes, he has educated more than 25,000 business owners.



PROGRAMS INCLUDE

- Leveraging New Technology
- Creating Brand Awareness
- Increasing Customer Loyalty
- Professional Networking
- Social Media Strategies
- Reputation Management
- Restaurant & Franchise Marketing
- Law Firm Marketing



25,000

BUSINESS OWNERS

Through consulting, lectures, trainings, and keynotes has educated and inspired small business owners, and entrepreneurs.

8,500+

MEMBERS

Founder and organizer of 15+ Meetup groups and networking organizations including San Francisco Restaurant Industry Professionals, Bay Area Startup Marketing PR and East Bay Entrepreneurs.

500,000+

NEWSLETTER IMPRESSIONS

50

SPONSORS

Organizations, local media, restaurants, wine and spirits, and venue sponsors for events have included Wells Fargo, Chase, Chevron, Staples, Constant Contact, vCita, General Assembly, Lucky Strike, Diablo Country Club, Oakland Scottish Rite, Oakland Diocese, Contra Costa College, Sobieski Vodka, Oakland Magazine, San Francisco Business Times, and more.

1,800

ATTENDEES

Created, marketed and hosts popular 8-week Oakland City Hall Small Business Technology Workshop Series featuring Yelp, LinkedIn, Google, Facebook and others. In partnership with City of Oakland, Alameda County Small Business Development Center (SBDC) and Chevron. 2015 will be the fourth year producing this event.

15+ MILLION

MEDIA IMPRESSIONS

Featured media expert on numerous issues related to business and marketing on television (NBC Bay Area), radio (KGO), newspapers (San Francisco Chronicle, Oakland Business Review, San Francisco Business Times) and magazines (San Francisco Magazine, California Lawyer, The Meeting Professional) to name a few.

62

SPEAKING & NETWORKING EVENTS

Produced or co-produced five or more monthly events including professional workshops, social mixers, restaurant tastings, charity and business networking events in the San Francisco Bay Area with an average of 75 people attending and larger events having 500+ attendees.

Monthly newsletter, with over 12,000+ active subscribers, along with 8,500+ meetup group members, who all receive emails at least twice a month.

300

LEGAL WORKSHOPS

Certified to provide Continuing Legal Education (MCLE) Workshops at Law Firms throughout California on topics ranging from Creating Social Media Policies, Using Social Media Sources in Legal Research, and Reputation Management.

57

CHAMBERS OF COMMERCE

Sought after speaker and workshop leader on a wide range of topics at almost every city hall and chamber of commerce in Northern California from Napa Chamber of Commerce to San Jose City Hall.

9

GOVERNMENT PARTNERSHIPS

Official representative for the Small Business Development Centers (SBDC) of Contra Costa, Alameda, Santa Clara, San Francisco and San Mateo counties, Advisor for the Oakland Metropolitan Chamber of Commerce, Hispanic Chamber of Commerce of Silicon Valley, Santa Clara County Economic Development Department, and Workforce Development Board of Contra Costa County.

DATE	EVENT	LOCATION
1/15	Social Media Workshop	Regus, Walnut Creek
2/5	Grow your Business with Email and Social Media	City of Berkeley
2/6	E-Marketing for Small Businesses	City of Pleasant Hill
2/19	Event Marketing and Social Media Workshop	Regus, Walnut Creek
2/20	Retail and Restaurant Marketing Workshop	Contra Costa SBDC
2/26	E-Marketing: Grow your business with Social Media	Antioch Chamber of Commerce
3/6	E-Marketing for Small Businesses	City of Pleasant Hill
3/7	Quick Shots Podcast Show	Walnut Creek
3/19	Business Networking Mixer	Rasam's Piedmont Ave, Oakland
3/20	Networked Professional Social Media Workshop	City of Pleasant Hill
3/26	Social Media and Email Marketing Bootcamp	Orinda Masonic Hall
3/27	March Marketing Madness	Jewish Community Center
4/3	E-Marketing for Small Businesses	City of Pleasant Hill
4/9	Break the Ice - Sales Professional Networking Workshop	San Francisco Marriott
4/16	Email Marketing Workshop	Breetwood City Hall
4/16	Marketing Strategies Workshop	Fremont
4/17	Emeryville Business Networking Mixer	Regus, Emeryville
4/17	Website and Search Engine Optimization Workshop	City of Pleasant Hill
4/21	E-marketing Workshop	Fremont Public Library
4/24	Build & Expand Network with LinkedIn & More	Regus, Walnut Creek
5/1	eMarketing: Grow your business with Social Media	City of Pleasant Hill
5/6	Prestige Training and Mentoring Program	Regus, Oakland
5/7	Strike it Rich, After work Networking Mixer	Lucky Strike, San Francisco
5/8	Search Engine Optimization	Oakland City Hall
5/13	Workshop	Hayward City Hall
5/15	Pleasanton Business Networking Mixer	Regus, Pleasanton
5/20	Amrut Whiskey Tasting Event	Rasam's, Sunnyvale
5/30	Marketing through social media	San Jose City Hall
6/4	E-Marketing for Small Businesses	Berkeley Library Association
6/5	Social Media Marketing Workshop	Contra Costa SBDC
6/19	Law and Tech After Work Networking Mixer	Regus, Oakland
6/19	Mobile Marketing to Grow Your Business	City of Pleasant Hill
6/24	Law and Tech After Work Networking Mixer	Regus, San Francisco
6/28	Job Connections 2014	Community Presbyterian ,Danville
7/1	Mashable & General Assembly 5th Annual Social Media Day	General Assembly, San Francisco
7/15	East Bay Small Business Seminar	Pleasant Hill Community Center
7/21	Social Media Workshop	Pleasant Hill SBDC Office
7/23	Small Business Empowerment	Hayward City Hall
7/31	After Work Networking Mixer	Lucky Strike, San Francisco
8/7	Networking Mixer and After Work Social	General Assembly, San Francisco
8/21	Social Media Workshop	Contra Costa SBDC
9/10	Startup Marketing Mixer	General Assembly, San Francisco
9/17	Increasing Brand Awareness Seminar	Oakland City Hall, Oakland Chamber
9/19	Business Runway	Pleasant Hill Chamber of Commerce
9/24	Search Engine Optimization Local Holiday Campaign	Dublin Public Library
10/1	Search Engine & Website Optimization Workshop	Oakland City Hall, Oakland Chamber
10/3	Build A Better Business Workshop	Silicon Valley
10/8	Utilizing LinkedIn to grow your Business Workshop	Oakland City Hall, the Hub
10/8	Social Media Strategy	Berkeley Library Association
10/9	Startup Marketing & Social Networking Mixer	General Assembly, San Francisco
10/15	Facebook for Customer Engagement Workshop	Oakland City Hall, SBDC
10/18	Bruichladdich Whisky Tasting	Rasam's Piedmont Ave, Oakland
10/22	Using Yelp for Reputation Management Seminar	Oakland City Hall, SBDC
10/27	Online Reputation Management - SF Business Times	San Francisco Business Times, SF
10/29	Building An Online Presence through YouTube Videos	Oakland City Hall, SBDC
11/4	Florida Restaurant Executive Summit	Ritz-Carlton, Ft. Lauderdale
11/5	Building Online Presence: Customer Loyalty Programs	Oakland City Hall, SBDC
11/12	McCallen Whisky Tasting	Rasam's Piedmont Ave, Oakland
11/15	Design Customer Loyalty Program	Oakland City Hall
12/16	Holiday Networking and Customer Loyalty Workshop	Build Pizzeria, Berkeley
12/18	Funding for Startups	General Assembly, San Francisco

DAVID MITROFF, PH.D.

KEYNOTE SPEAKER &
WORKSHOP INSTRUCTOR

FEATURED SPEAKER



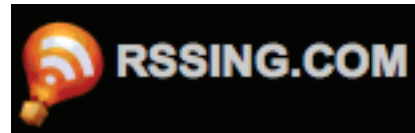
EXPERIENCED INSTRUCTOR



DAVID MITROFF, PH.D.

IN THE MEDIA

INFLUENTIAL BLOGGER



PRESS & MEDIA EXPERT

