



LARRY SALAZAR

Larry Salazar is a master of exploiting differentiation. Currently, the Chief Marketing Officer for a healthcare consulting firm, he was instrumental in raising the firm's annual revenue by 54% in 2010. Larry has 17 years of professional experience: 6 years as a broadcast journalist for CBS and NBC affiliates, and 11 years in marketing and communications for small dynamic companies as well as large global organizations including Boeing and 3M. By coupling basic principles of marketing with innovative thinking, Larry has also provided independent marketing consulting to clients in hospitality, snow sports, and financial service industries.

Throughout his career, Larry has been recognized numerous times from various professional associations for his work in marketing and communications.

--CLASS DESCRIPTION--

Marketing Boot Camp: Understand how to create a cohesive brand that speaks more than just another “dance school”

Learn how to develop marketing/lead/customer acquisition campaigns that do not rely on only one method of communicating with prospects and customers

Understand the basic concepts of advertising

Discover how to make mailers more effective

Learn how to leverage social media