



BOB MARSH



Tech executive  
Sales & leadership expert  
*Driving growth through simplicity*

## Short Bio

Bob has been a sales leader and CEO at two category creating companies, has raised millions in venture capital, sold two companies, and has won and grew business from some of the top brands in the world.

## Long Bio

**Bob Marsh** is a proven tech executive, sales & leadership expert, and author who helps companies drive growth through simplicity.

Keynote speaker and sales expert Bob Marsh spent his career in sales and sales leadership. Bob has been a sales leader and CEO at two category creating companies, has raised millions in venture capital, sold two companies, and has won and grew business from some of the top brands in the world.

Bob is an active Chief Revenue Officer of Bluewater Technologies, one of the nations leading audio-visual technology firms, which means he's in the trenches of today's business world and understands the daily realities of working with customers and leading teams.

In 2022 Bob was selected as Selling Power's CRO of the Year, and as one of the Top 25 Sales Experts to Learn From by Demandbase. As a speaker and thought leader, Bob has spoken at industry leading events including Dreamforce, SaaStr, Sales 2.0, and HubSpot's INBOUND and been published in Inc., Entrepreneur, SellingPower, Fast Company, and the Harvard Business Review.

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## Speaking Topics

### Selling with Simplicity™

Bob's revolutionary concept of Selling with Simplicity™ is all about putting customers at the center of everything you do, then surrounding them with an engaging, authentic, and action oriented buying experience that drives faster decision-making.

Built from hands-on selling and executive leadership experience, combined with the latest research on influence and B2B customer expectations, Bob will launch your sales team on a journey of creating an elite customer buying experience that will become your company's greatest weapon to capture more market share.

**After Bob's powerful message, your team will walk away with a slew of new skills and resources, including:**

- The formula for grabbing and keeping customers attention so you can uncover more opportunities
- The critical skills for transforming information overload into engines to drive faster decision making and higher win rates
- How to squash the false psychological blockers that inhibit your ability to be more influential so you can sell with confidence
- The mindset shift to lead customers through decisions so you can win more often, and win faster
- The essential qualities to be an elite seller that can evolve and adapt to ever changing customer expectations

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## Speaking Topics

### Leading with Simplicity™

Bob's revolutionary concept of Leading with Simplicity™ is all about putting your team at the center of everything you do, and maximizing employee engagement by aligning your team's daily purpose to maximizing customer success - internally and externally.

Built from hands-on executive leadership experience, combined with the latest research on motivation, the post-pandemic workplace, and job satisfaction, Bob will launch your team on a journey of creating an employee experience that will become your company's greatest weapon to find and retain top talent.

**After Bob's powerful message, your leaders will be armed with new skills and resources, including:**

- The mindset shift to understand what motivates employees so you can tap into their internal desires to be successful
- A formula to reverse engineer your key business outcomes to provide clear expectations of a job well done
- The playbook for building and launching new initiatives with maximum buy-in and rapid execution
- A system to coach and develop your team with confidence
- The critical skills for building and managing a talent pipeline

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## Speaking Topics

# Build a Surround Sound Business™

Bob's game-changing approach of building a Surround Sound Business is all about putting customers at the center of everything you do, and then surrounding them with an engaging, immersive experience that enables faster decision-making and creates deeply rooted, long term customer relationships. Winning and expanding business takes more than an elite sales organization - it takes an entire team that's tenaciously focused on growth.

Built from hands-on executive leadership experience, combined with the latest research on B2B customer expectations, Bob will launch your team on a journey of creating a customer experience that will maximize enterprise value, attract and retain top talent, and optimize growth.

**After Bob's powerful message, your leaders will be armed with new skills and resources, including:**

- The strategic reset required to transform from an organization that serves customer demand, to one that creates customer demand
- The formula for capturing and retaining customers attention on what's most important so you can win projects faster
- The mindset shift required to arm your clients with insights and expertise so you can uncover more opportunities and increase average order sizes
- How to squash the false psychological blockers that inhibit your ability to be more influential so you can sell with confidence
- A toolkit to get your full leadership team engaged with customers so you can win more often and be more customer centric

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## Testimonials

“Any modern team must learn the Selling with Simplicity mindset. This is the new normal for a growth oriented business.”

**Matt Wise, CEO, E-Tech Group**

“I've built 5x SaaS winners and learned the hard way how to build deep B2B customer relationships. Bob's Leading with Simplicity approach provides a new method for leading with insights and accelerating customer growth.”

**Godard Abel, Co-Founder & CEO, G2**

“Thanks for giving an inspiring and thought provoking speech. Our sales and full leadership team were blown away by your message and walked away with tools to succeed in how they serve our customers and drive growth.”

**Randy Wootton, CEO, Maxio**

“Bob is a progressive leader who will make anyone stop and rethink their approach. His ideas are through provoking and most importantly... actionable.”

**Bud Denker, CEO, Penske Corporation**

“Bob was able to connect with our team right out of the gate - because if you're a salesperson, sales manager, or sales leader... he's been there, done that.”

**Todd Goodbinder, SVP of Sales, Comcast Business**

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## Testimonials

“The Surround Sound approach gave me a new appreciation for how customers make decisions, so we can help them make more of those decisions in our favor. This approach has helped me build better relationships and close meaningful deals faster. This approach is a must-have for any sales team!”

**Craig Dulman, Microsoft**

“Bob is able to connect with salespeople, managers or leaders because he's been in their shoes. He brings real world stories and examples that everyone can identify with, and a unique way to understand the mind of the customer.”

**Jess Farris, Global Sales Enablement, LinkedIn**

"You ended our summit on such a high note! Everyone left inspired and armed with ideas they could apply right away. Really appreciated the time you took to meet with our summit planning committee and members of our sales team to prep for your keynote. Thank you for leveling up our summit."

**Jennifer Polumbo - VP of Marketing, E Tech Group**

“Wow. I have to say that was a truly inspiring speech. So much of what you shared about the Selling with Simplicity concept really hit home for me. I feel energized and inspired to help my customers in a new way.”

**Brendan Hartt - Enterprise AE, Wiz**

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B O B M A R S H

## AV Rider

### **COMPUTER, PROJECTORS, AND DISPLAYS**

Bob provides his own Apple MacBook Pro 13" running macOS Monterey 12.5.1 with Thunderbolt 3 (USB-C). HDMI is also available via an included Apple USB-C Digital AV Multiport Adapter. Bob's entire presentation is presented from his computer using a 16:9 display ratio at 3840 by 2160. Client must provide a DSAN Perfect Cue system (or equivalent) for Bob's direct slide control.

### **MICROPHONE**

Bob requires a wireless lavalier microphone connected to a professional audio system.

### **AUDIO**

Audio can be output from Bob's MacBook Pro via the Thunderbolt 3 / USB-C ports or a standard 3.5mm analogue headphone jack.

### **AV TESTING / SOUNDCHECK**

Bob requires an A/V check no fewer than 30 minutes before taking the stage.

### **CONFIDENCE MONITORS**

Bob strongly prefers at least one confidence monitor. If this is not possible, then he will require a table or location to place his laptop to view his slides in Presenter Mode.

### **NO PODIUM**

Bob prefers no podium on stage. If one must be present, it needs to be pushed back so he may walk in front of it unencumbered.