

BIOGRAPHY

W. EMERSON BRANTLEY III Master Marketer, Speaker, Trainer, Business Coach

W. Emerson Brantley III has an extensive career of over 25 years of traditional and direct response marketing, and has served on the board of directors of several companies in the US and UK. As part of the senior management team with one company, Brantley's marketing leadership helped propel them through 1500% growth, two Inc. 500 listings, an IPO and successful merger.

Brantley has specialized in creating cost-effective ways to "push" more prospects to companies, more traffic to their websites, and to generate more dollars per customer. Brantley has developed and directed highly-effective direct marketing programs with conversion rates as high as 41.55% - 67.8%; increased website traffic to 10,000 users per day with up to 21% click-thru rates; coordinated highly-profitable backend campaigns averaging as much as \$1,952 per customer (with a \$49 entry point!); and produced four profitable national television infomercials. Brantley has also developed successful marketing strategies for companies, including Fruehauf Corporation, Emery Worldwide, SDI Wealth Institute, and America's oldest non-profit citizens' conservation group, American Forests.

Additionally, Brantley has authored and co-authored industry books, including "The Maxims of Marketing," "Internet Profits Now," a guide to creating successful, profit-generating e-commerce programs, and "How It Gets Done," an industry guidebook for developing marketing operations.

Brantley holds a Bachelor of Arts degree, magna cum laude, from Florida State University, and has international professional recognition as a Certified Marketing Executive.

