

# BIOGRAPHY

## ERIC GILBOORD

SPEAKER COACH SMB EXPERT

- Is a popular speaker, columnist, and author of many articles and books on marketing small and medium sized businesses. As well he is featured on the radio, television and the internet. For a partial list of publications featuring his content visit his website [www.EricGilboord.com](http://www.EricGilboord.com).
- His last book 'Just Tell Me What To Do - Easy Marketing Tips for Small Business' was a best seller including selling 10,000 copies to Sprint used as an incentive for their new customers. He leased content to Microsoft and Visa.
- Eric offers keynote addresses, seminars and workshops on marketing.
- He offers his consulting services to companies targeting the small and medium size business market.
- His career began in Account Services at several large national and international ad agencies servicing the marketing needs of many medium and large well known companies. Including Ford, AT&T, Swiss Chalet, Converse Shoes, Holiday Inns, Ontario Milk Marketing Board, CBS Records, Yamaha Motorcycle/ATV/Outboard, WD40, A&P, Dominion Stores, and Budget Rent -A-Car.
- He then moved on to New Business Development positions with smaller ad agencies and specialty shops, where he consulted with a variety of clients of all sizes.
- In 1988 he and his partner created The Russo Group, a direct marketing agency known for its' leading edge creative and extraordinary results. He grew this shop from 4 people and \$200,000 in sales to over 20 staff and over \$2 million in annual sales in just 18 months. Clients included Ontario Lottery Corporation, Ontario Hydro, Royal Trust and many SME businesses.
- In 1993 he identified the growing market of small business and in 1994 founded SOHO Marketing Inc. to provide strategic marketing advice and creative development of marketing materials for this rapidly increasing business segment.
- In 2006 he created Phase Two Marketing, a Toronto-based full service marketing and communications company to address the increasingly more demanding and sophisticated marketing needs of businesses in the higher end of small business and the medium-sized sectors.
- Over the past 15 years Eric has proven his passion for helping SOHO and SMB business owner/operators to succeed, having worked with over 300 SMB businesses. He knows his audience intimately and is acutely attuned to their wants and needs.



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