



## Greg Jordan

Greg is the Managing Director of Greg Jordan Design, an online marketing company for growing businesses. Greg Jordan Design eMarketing agency that supports small and mid-sized businesses with a unique combination of online marketing, creativity and business experience. Areas of expertise include:

- Online marketing strategy and tactics
- Search marketing
- Email marketing
- Executive Advisory Service

In 1997 Greg Jordan began developing online marketing and advertising plans for small and mid-sized businesses. In those days, most clients were asking for simple websites, basic banner ads, and email marketing to complement their offline sales efforts. Online marketing was not yet mainstream.

Seven years in the strategic IT market research and consulting industry provided Greg with a unique perspective on how leading organizations were embracing eMarketing. Greg was fortunate enough to work with some of the most respected and brightest minds in the analyst community and at Fortune 1000 client companies. It was clear that online marketing was growing and here to stay.

Next, he joined Yahoo! and was responsible for driving a \$6 million per year book of business for some of Yahoo!'s most valuable clients, including Jaguar, Land Rover, Mazda, and Singapore Airlines. Greg was responsible for leading an extended team that developed leading-edge display advertising, search marketing, and custom social media-driven microsites.

In 2009, Greg worked directly with the co-founder of Canada-based Enquiro Search Solutions, Inc. (now Mediative). Greg opened up Enquiro's first U.S. office. His role was hybrid and included sales, marketing, and events.

Greg is an avid private pilot and photographer. He continues to be active in the general aviation and photography communities. He regularly posts photos to Flickr and participates in photography industry events. For more information about his photography, visit [www.gregjordanphotography.com](http://www.gregjordanphotography.com).

Greg holds a BA in economics from University of the Pacific, Stockton, California.