

Ken Countess bio

Ken Countess is managing director of The Countess Group, a strategic marketing and communications consultancy now in its 16th year.

An award-winning marketer, public speaker, trainer, presenter, and internationally recognized, accredited expert on Email Marketing and Social Media Marketing, Ken's approach to educating audiences about how to use today's digital marketing tools (including email marketing and social media networks such as LinkedIn, Facebook and Twitter) to build their business or non-profit has earned him the respect of loyal followers around the world.



Ken's seminars and webinars are filled with people seeking timely, actionable, easy-to-implement information to help their organizations grow. Winner of Constant Contact's Leadership Award, Ken is a Master Certified Constant Contact Authorized Local Expert and a highly successful Platinum Solution Provider. Master Certification status has been awarded to a very select group of people. Ken is also a member of the Microsoft Partner Network.

Ken has held executive management positions at several Fortune 100 companies and has been a senior partner at a 35-person marketing firm. While with such well-known companies as Motorola, Marriott and Caremark, Ken provided award-winning leadership for the fastest growing divisions of these industry leaders.

Over his 25+ year career, he has been responsible for the creation and delivery of multiple successful marketing and sales growth strategies, strategic messaging and communications, and change management programs for worldwide markets.

Ken energetically participates in several professional organizations. He is a past president of the International Association of Business Communicators Central Florida Chapter. Ken has also served on the Council on Corporate Communication of The Conference Board, the Board of Directors of the Texas

Association of Business (Texas State Chamber of Commerce), and served as a committee chair on the Executive Committee of the Motorola Public Relations Council.

Additionally, he has served on the Seminole County Public Schools (SCPS) Foundation's Development Committee, the SCPS Take Stock in Children Leadership Committee and several other organizations.

A graduate of both Leadership Southlake (TX) and Leadership Boynton Beach (FL), Ken holds an M.B.A. in Marketing from Florida Atlantic University and a B.A. in Business Economics from the State University of New York.

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