



# ROGER HURNI

480-505-4550 | [ROGERHURNI.COM](http://ROGERHURNI.COM)

Roger brings a unique perspective as a creative visionary, brand strategist and business owner to the clients he serves. His background spans regional, national and international agency and entrepreneurial experience.

Because of his multinational brand experience, Roger's clients seek him out in order to assist them with their strategic initiatives. Using the alignment of behavioral triggers along the customer path, Roger develops the strategic marketing interactions necessary for companies to realize new levels of customer engagement and operational effectiveness.

Roger has served on the Arizona Interactive Marketing Association board as its President and was twice awarded Interactive Marketing Person of the Year. He has been also named Ad Person of the Year and was Ernst & Young Entrepreneur of the Year Finalist. He has served as a member of the prestigious Walter Cronkite Endowment Board. Roger is currently, serving on the Worldcom Public Relations Americas Board. And he is an active board member of K2 Adventures Foundation, an organization that supports orphanages in Tanzania and Peru.

Some of his client experience includes: Doubletree Hotels, Starwood Hotels & Resorts, P.F. Chang's China Bistro, Pei Wei Asian Diner, PetSmart, Nike, ABC Network, Wells Fargo and Safeway.

"Anyone can make an ad. But Roger Hurni is one of the few creative geniuses who are genuinely agnostic about tactic, tool, and medium. You'll never hear him say, "What kind of TV can we do?" Instead, you'll hear Roger ask "what does the prospect need to know to make a decision, and where?" He's a modern marketer for the modern age, and a super good guy to boot."

— **Jay Baer**  
**New York Times Best Selling Author & Keynote Speaker**

"Roger provides valuable information on how to develop successful marketing plans. His presentation offered great insights on identifying strong calls to action and segmentation tactics. He was a truly engaging speaker and very friendly and fun."

— **Heidi Brashear**  
**Regional Director, Starwood Hotels**

"As Vice President of Sales for Cox Media it's critical to understand how brand engagement is affected within the sales cycle. Having Roger Hurni speak at our summit conference gave us keen insights on how we can engage with our clients more effectively."

— **Fran Mallace**  
**Vice President, Cox Media**