



Kyle has quickly built a reputation for an excellent in-depth understanding of the application of social and digital media for both small businesses and large corporations. He has currently taught over 175 companies and businesses across the world. Kyle is author of two books: *Twitter Marketing for Dummies* (Wiley, 2009) and *Branding Yourself* (Pearson, 2010). The second edition of *Twitter Marketing for Dummies* will also be released in 2011. Recognized both locally and globally for his knowledge of social media, he is routinely invited to share his expertise with audiences all over the world. Kyle writes a regular blog at KyleLacy.com that is featured on the *AdAge 150* and the *Wall Street Journal Online*.

Testimonials

Kyle's style of presentation was enthralling. Our employees left the seminar excited about their new knowledge and very quickly applied that new knowledge to improving our presence in and our effectiveness with social media.

- Phil Terry CEO - Monarch Beverage.

Kyle's direct, no-nonsense approach was refreshing and effective. His experience and depth of knowledge were evident in his presentations, and he boiled his topic down to useful information without sacrificing context.

- Diane M. Bacha Marketing & Communications Director - Public Allies National.

Kyle Lacy

Speech Topics

- Social Media
- Sales
- Retail
- Leadership
- Business Strategy
- Business Communications

