



# EDWARD R. SWIDERSKI III

407 N. Elizabeth St., #201, Chicago, IL 60642 | m: 312.622.1127 | e: [edward@swiderski.info](mailto:edward@swiderski.info) | w: [www.swiderski.info](http://www.swiderski.info)

## OVERVIEW.

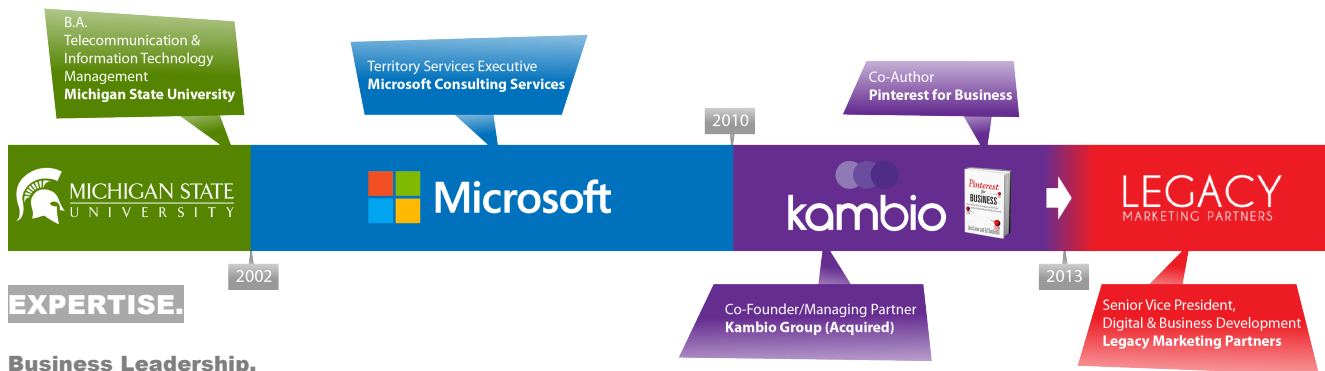
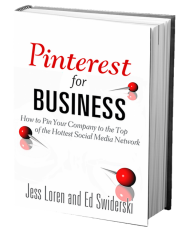
**Digital marketing architect and thought leader with over 12 years of sales, technology, and executive leadership experience.**

**Microsoft Raised.** Fundamental sales, business consulting, and marketing best practices attained at one of the most successful technology companies in the world, which eventually led to successful startups and acquisitions.

**Digital Entrepreneur.** Co-founded Kambio Group, a digital marketing agency based in Chicago acquired by Legacy Marketing Partners.

**Thought Leader.** Co-authored *Pinterest for Business*, the first globally printed business guide for Pinterest. The book has been featured in Inc. Magazine, Fast Company, and several other highly accredited business publications.

**Marketing Executive.** Senior Vice President at Legacy Marketing Partners, managing Marketing, Digital and Sales groups.



## EXPERTISE.

### Business Leadership.

Executive Relationship Management | Sales & Marketing Automation | Business & Technology Alignment | Thought Leadership

### Marketing & Technology.

Digital Strategy | Content & Social Strategy | Brand Unification | Reputation Management | Data & Analytics | CRM, Web & Content Management

## EXPERIENCE.

### Legacy Marketing Partners | Senior Vice President, Digital & Marketing

2013 - Present

Responsible for new revenue models, agency modernization, and integration of the Kambio digital team. Implemented CRM, Marketing Automation and Data Management. Oversee digital, social, and marketing teams.

### Kambio Group | Founder & Partner

2010 - 2013

Agency founder, brand establishment, and execution plan based on previous sales and marketing experience. Successful year-over-year growth due to executive client relationships, media partners and other relationships in both local and national landscape.

### Microsoft Corporation (and Partners) | Territory Services Executive

2002 - 2010

Territory enterprise consulting services management covering the Midwest region. Responsible for account development and relationship management. Specific solutions included enterprise marketing and advertising, cloud and web strategy, and search platform deployment.

## EDUCATION.

Michigan State University | B.A., Telecommunication & IT Management, Business Management

DePaul University | M.A., Information Systems Management

## AFFILIATIONS.

Michigan State University Alumni Board | Board Member, College of Communication Arts & Sciences

Streetwise Inc. | Executive Board Member, Marketing Director, Strategy Committee.

