

Revenue
Generation
Software™

LEAD LIAISON

leadliaison.com

Prospects
88,769





LEAD LIAISON

Press Contact

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888.895.3237
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Who We Are

Lead Liaison provides cloud-based sales and marketing automation solutions that helps businesses accelerate revenue by attracting, converting, closing and retaining more prospects. Filling a void in the small pool of marketing automation providers that focus on marketing-centric functionality, Lead Liaison gives equal focus to sales providing sophisticated visitor tracking and additional website engagement tools to boost sales effectiveness. Lead Liaison blends ease-of-use, a flexible business model, deep external integration, marketing across social, web, mobile, email and offline channels and powerful functionality, all specifically tailored for mid-sized businesses, into a single platform, called Revenue Generation Software®. Lead Liaison is headquartered in Allen, Texas, near Dallas. For more information, visit <http://www.leadliaison.com> or call 1-800-89-LEADS (895-3237).

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Company Bio

Founded by experienced sales and marketers who had a vision for the ultimate automation platform for both sales and marketers, Lead Liaison has experienced meteoric growth in capabilities, size, and client base since its inception. In mid 2017, Lead Liaison stunned the industry with the release of a free CRM.

● **April 2013:**

Received Registered Trademark for Revenue Generation Software®

● **November 2013:**

Birth of Lead Liaison

● **March 2014:**

Introduction of Marketing Automation Platform, Dubbed "LMA"

● **December 2016:**

Celebrated 100% Growth for Three Consecutive Years

● **May 2017:**

Launch of The Free CRM

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Leadership Bios

Ryan Schefke, *Co-Founder*

Ryan Schefke is a dynamic presenter, results oriented leader and hands-on Co-Founder of Lead Liaison, a provider of sales and marketing automation software. Ryan has held various senior positions in sales and marketing at large, midsize and early-stage startup companies over a span of 21 years. Ryan holds a B.S. in Electrical Engineering from Michigan State University (1998) and a M.B.A with a concentration in finance from New York Institute of Technology (2004).

Chris Eklund, *Sales*

Chris Eklund has a passion for helping his clients solve complex business challenges with elegant solutions. He has over 20 years of experience in helping companies leverage technology in order to build messages that resonate and are retained by their end audience members. Though he grew up in the Boston area (and still loves the Celtics, Red Sox, and Patriots), he graduated from Baylor University with a B.B.A. in Marketing & Management (1996). Chris currently resides near Dallas, TX.

Chris Kipgen, *Support*

Chris Kipgen is a detail-oriented technical communicator with a love of learning and sharing new technology. Chris has worked with clients in the technology sector since 2013, with projects ranging from building interactive conference rooms to automating document workflows. At Lead Liaison, it's Chris's pleasure to help clients leverage their online engagements with the latest in marketing automation. Chris holds a B.A. in Professional and Technical Communication from the University of North Texas (2015).

Jen Worsham, *Marketing & Client Relations*

Jen Worsham joined Lead Liaison in June 2016 as the Director of Marketing and Client Relations. She has an eye for design, and a heart for her clients. In addition to managing the company's client relationships, she has daily oversight of marketing programs, media relations, brand management, and website content. She attended Georgia State University where she graduated cum laude with a B.A. in Fine and Studio Arts, with a minor in Sociology (2010).

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Testimonials

Florida International University

“Lead Liaison has made our experience so much more efficient and enjoyable. We are now able to quickly create high impact messages with the email builder, we can assess email campaign performance, and even analyze real time insight into Prospect activity.” - Eva Marie Gasson, Assistant Director of Communications

Florida International University wanted to have more meaningful and relevant conversations with their students and prospective students. Features like our database segmentation, social append, Salesforce integration, and even our onsite training, helped FIU accomplish these goals. Now, they are able to speak to prospective students the way that they want to be spoken to.

United Way

“Lead Liaison is a great organization in that they understand that nonprofits have a different set of tools, different resources, and different needs.”

Lead Liaison understands that nonprofits have a different set of tools, different resources, and different needs. SiteEngage™ allows United Way to connect with the customer or donor, identify what they are looking for, and provide content that better meets their needs and expectations.

HRchitect

“ProspectVision™ has been a really valuable tool for us on the sales side for a number of different reasons, including shortening our sales cycle, allowing our salespeople to reach the right person at the right company at the right time with the right message. On the marketing front, we’ve seen tremendous value in finally being able to quantify ROI of our website and the thought leadership pieces that we spend so much time putting together.”

HRchitect uses ProspectVision™ to shorten their sales cycles and enable their salespeople to reach the right person, at the right company, at the right time, with the right message.

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To view these and other Video Testimonials, visit <http://www.leadliaison.com/resources/why-lead-liaison/>