



# Kelly Waffle

HEAD OF DIGITAL STRATEGY

## CONTACT KELLY

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#KellyJWaffle

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*"I used to advise marketers to focus on strategy before jumping into campaign execution. I've learned. Now I tell them to focus on research and data before jumping into strategy."*

Kelly Waffle heads up Digital Strategy at Hinge, the leading research-based branding and marketing firm for professional services. In addition, he leads the engagement efforts for the Hinge Research Institute—helping clients use research to grow and be more profitable.

A well-known practitioner and thought leader in Account-Based Marketing (ABM), Kelly has been recognized by Onalytica as a Top 50 Martech Global Influencer. He has won awards with Eloqua (now Oracle) and Marketo (now Adobe) for his marketing automation expertise. A prolific writer and speaker, he has tens of thousands of followers on Twitter and LinkedIn.

## Experience

- Head of Digital Strategy at Hinge, a leading marketing firm for the professional services industries
- Expert in using digital marketing and technology to fuel growth
- Pioneer in marketing high-profile B2B national brands online
- Former VP of Marketing for Kwanzoo, an account-based marketing display advertising platform
- Former VP, Digital Solutions Group for MarketBridge, a B2B marketing and management consulting firm
- Former Director of Account Development for Marketo, a leading marketing automation platform (Marketo is now part of Adobe)
- Named one of Onalytica's "Top 50 Martech Influencers"
- Named #1 on MarTechSeries' "30 MarTech Twitter Handles that Offer Incredible B2B Marketing Insights"
- listed as a top 10 "Martech Influencer" on Node XL social media research
- Recipient of Eloqua's "Markie" award for "Best Sales-Marketing Alignment"
- Recipient of Marketo's "Revvie" award for "Most Innovative Marketing Engine"
- Recipient of five ADDY Awards from the Ad Club of Metropolitan Washington and the American Advertising Federation (AAF) for branding and lead generation campaigns.

# Biography

## Kelly Waffle

### **STANDARD**

Word Count: 198

Kelly is Head of Digital Strategy at Hinge, the leading research-based branding and marketing firm for professional services. With more than 15 years of hands-on B2B and digital marketing experience, he guides clients through the complex interplay of technology, processes, research/data, programs, creative and analytics. Over the years, he has built and led teams in the corporate marketing, marketing consulting, vendor and creative agency environments.

Kelly also leads the engagement efforts for the Hinge Research Institute—helping clients use research to grow and be more profitable. A well-known practitioner and thought leader in Account-Based Marketing (ABM), Kelly has been recognized by Onalytica as a Top 50 Martech Global Influencer. He has won awards with Eloqua (now Oracle) and Marketo (now Adobe) for his marketing automation expertise. A prolific writer and speaker, he has tens of thousands of followers on Twitter and LinkedIn.

Kelly studied radio/tv/film and English at James Madison University. When not studying, he found time to meet and date his future wife there as well. Go Dukes! To satisfy some of his creative needs, he has taken up woodworking — making and selling live edge coffee tables and other hand-crafted items with his son.

### **ABBREVIATED**

Word Count: 110

Kelly is Head of Digital Strategy at Hinge, the leading research-based branding and marketing firm for professional services. With more than 15 years of B2B and digital marketing experience, he guides clients through the complex interplay of technology, processes, research, programs, creative and analytics.

Kelly also leads the engagement efforts for the Hinge Research Institute—helping clients use research to grow and be more profitable. A thought leader in Account-Based Marketing (ABM), Kelly has been recognized by Onalytica as a Top 50 Martech Global Influencer. He has won awards for his marketing automation expertise. A prolific writer and speaker, he has tens of thousands of followers on Twitter and LinkedIn.

### **BYLINE BIO**

Word Count: 45

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# Speaker Introduction

Word Count: 134

## Kelly Waffle

Our speaker today is a notable Visible Expert® in digital marketing. Head of Digital Strategy at Hinge—a firm that specializes in professional services branding and marketing—he he guides clients through the complex interplay of technology, processes, research, creative and analytics. Over the years, he has built and led teams in the corporate marketing, marketing consulting, automation services and creative agency environments.

He also leads the engagement efforts for the Hinge Research Institute—helping clients use research to grow and be more profitable. A well-known practitioner and thought leader in Account-Based Marketing (ABM), Kelly has been recognized by Analytica as a Top 50 Martech Global Influencer. In addition, he has won awards with Eloqua (now Oracle) and Marketo (now Adobe) for his marketing automation expertise.

Please join me in welcoming Kelly Waffle.

# Images

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