

BIOGRAPHY OF MARK STEVENS

Author of *Your Marketing Sucks*



Mark Stevens is a best-selling author, CEO of MSCO, a results-driven management and marketing firm, and a popular media commentator on a host of business matters including marketing, branding, management, and sales. He is known for delivering business insights with blunt truths and unconventional wisdom.

Stevens' firm, MSCO, represents a stellar roster of clients including Nike, Starwood, GE, GuardianLife, Intrawest, Estee Lauder, The MONY Group, Virgin Air and thousands of Main Street businesses. Through integrated marketing campaigns, MSCO focuses on achieving real results for its clients, instead of awards that serve egos. Mark Stevens possesses an innovative and iconoclastic view of the business world, having served as a journalist and nationally syndicated columnist and in management positions at several global corporations. His incisive understanding of critical business issues is geared toward achieving extraordinary growth and success for his clients.

Stevens is an in-demand speaker at organizations from Nike and Oracle to the Culinary Institute of America. A frequent guest commentator, he lends his insights and opinions on a wide variety of topics from Carl Icahn on Fox Business Network, Associated Press, CNN International and Bloomberg TV to CNBC, MSNBC, NPR and Bloomberg Radio on the annual subject of Super Bowl Advertising to Before You Tie the Knot: Tips on Creating a Successful Business Partnership (Wall Street Journal), Rats in a NYC KFC restaurant for the NY Post and to Why Successful Business People Don't Sleep (The New York Times) and Be A Better Boss (Forbes.com).

Steven's wildly successful blog, "Unconventional Thinking" is ranked among "Top 10 Marketing Blogs in the World" by **blogged.com**. Stevens re-wrote the rules of marketing with his famed bestseller "Your Marketing Sucks," (Random House/Crown Business, 2003). His latest work, "Your Company Sucks: It's Time To Declare War On Yourself," was published August 2011.

Stevens redefined the rules of management with *Your Management Sucks* (Random House/Crown Business, 2006). He is the author of 25 business books including these bestsellers: *The Big Eight*; *King Icahn*; *Sudden Death: The Rise and Fall of EF Hutton* (a *Wall Street Journal* bestseller and *Library Journal* "Business Book of the Year"). Books by Mark Stevens have been published in the USA, UK, Ireland, Australia, New Zealand, South Africa, China, Germany, Spain, Japan, Russia, and Brazil.

Stevens has 70,000 followers on Twitter. He has been approached by Twitter as someone who is recognized as a leader on the site.

www.YourMarketingSucks.com

www.MSCO.com

www.MSCO.com/blog

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