

# Juston Brommel Biographical Sketch

Serial Entrepreneur, Internet Marketing Guru, Social (R)evolutionary



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[LinkedIn.com/in/justonbrommel](https://www.linkedin.com/in/justonbrommel)

**Juston Brommel is passionate social entrepreneur and a results-driven business professional** with 10 years experience integrating offline and online marketing programs that drive significant revenue growth and provide rapid return on investment (ROI).

A lifelong dedication to serve humanity drives Juston to inspire, educate and organize business professionals to collaborate on socially responsible business ventures that will drive profit and help shape the future of our planet and our people.

Juston's success on the client and consulting sides of the industry is based on five foundational areas of expertise: superb strategic insight, an advanced comprehension of Internet technologies, honed marketing skills, proven sales impact, and solid business management fundamentals.

Juston was a founding partner of INBOX Marketing, a full service interactive marketing agency that guaranteed a 50% increase in results. **Juston successfully built and sold the profitable company in less than 5 years.** He was instrumental in establishing best practices and automating one-to-one marketing principles that are now widely recognized as industry standards.

INBOX Marketing was acquired by Responsys, the #1 provider of multi-channel marketing automation software and services per top industry analysts Forrester and Jupiter. Brommel went on to build the Responsys Consulting Division as Director of Consulting Solutions. **Brommel's business process and marketing best practices are now integrated directly into the Responsys software application.** Consulting revenues increased over 100% annually and utilization increased by double digit numbers during his tenure.

Juston's personal philosophy is to maintain a positive balanced evolution in all aspects of life: living, working, and playing. His interests include travel, music, art, meditation, Chi Gong, sustainability, social justice and peace on Earth through the global evolution of human consciousness.

## Contact Information

[jbrommel@gmail.com](mailto:jbrommel@gmail.com)

415-812-2524

<http://www.linkedin.com/in/justonbrommel>

## EXPERIENCE

The following is a short cross-industry list of organizations Juston has worked with directly as a vendor, employee, or business partner. The list of accounts he closed (sold), or that his team has worked on is much more comprehensive. This list is projects with a deep personal history. Case studies can be seen at:

[http://www.responsys.com/customers/marketing\\_case\\_studies.php](http://www.responsys.com/customers/marketing_case_studies.php)

- aDorn Designs (Fashion)
- The Ahuma Institute (Personal Transformation)
- Allstate
- Best Buy

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- Champion Mortgage
- Conservation Value (Non-profit)
- Creative Citizen (Sustainable Media)
- Dow Corning (B2B)
- Dr. Rich DeAndrea and NaturalDoctor.org
- Gevalia (Direct Marketer)
- InTicketing
- The Kabbalah Centre
- Kraft Foods
- Lending Tree
- Lumenis (Medical Lasers)
- Modem Media
- Nidek (Medical Lasers)
- Oracle
- philosophy (Skincare, Cosmetics, CPG)
- Purity Organic
- Quill (B2B Office Supplies)
- See's Candy
- Smart Soul Academy
- StubHub (eBay Tickets)
- Thomson West (B2B Publishing)
- Time, Inc. (Publishing, Events)
- The Sharper Image
- Wells Fargo
- Zirh (Skincare)

## SKILLS AND EXPERIENCE

### **Juston is an EXPERT in the following disciplines:**

- Acquisition, Conversion and Retention Marketing
- Business Development and Sales
- Creative Direction
- Client Services, Professional Services, Consulting
- CRM Systems, Messaging and Processes
- Cross-departmental Budgeting
- Customer Segmentation
- Databases, Segmentation and Systems Integration
- Direct Marketing
- Email Marketing
- Formulating and Tracking Key Business Indicators
- Interactive Marketing
- Internet Marketing Architecture
- Landing Pages
- Lead Generation Programs
- Preference Centers and Profiling
- Project Management
- Marketing Automation
- Marketing Strategy and Planning

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- Measuring Business Success
- Messaging Strategy
- Referral Programs and Viral Email
- Reporting and Analysis
- RFP Creation and RFP Management
- Sweepstakes and Acquisition Programs
- Systematic Approach
- Testing and Optimization
- Vendor Selection and Management

## **Juston has extensive experience in the following disciplines:**

- Affiliate Programs and Online Advertising
- Business Plans
- Business Process Development
- Copy Writing and Messaging
- Direct Response TV
- Enterprise and Web Technologies
- Fundraising
- IT system Integration Planning
- Sales Force Automation
- Social Networking Marketing Strategies
- Training and Education
- Web 2.0
- Web Analytics
- Website Usability
- Workflow Management

## **Juston has a background an interest in the following:**

- Collaboration
- Empowering Individuals
- LOHAS, Cultural Creative and Green Markets
- Permaculture
- Personal Transformation
- Positive Change
- Social Entrepreneurism
- Social Justice
- Spirituality and Meditation
- Sustainability