

Grant Leboff

Thought Leader on Business & Communications Strategy

Grant Leboff is one of the U.K's leading Sales and Marketing experts. His fourth book, Digital Selling, went straight to #1 on Amazon UK's Sales and Marketing Management chart, from pre-sales alone, when it was published on 3rd September of this year. It provides organisations with the insights necessary to be able to use social media and the web to generate leads and sell more.

His previous book, Stickier Marketing also went to #1 in the Amazon Sales & Marketing Management Chart, and was in the top 10 overall Business Chart, on publication. This follows the success of Leboff's two other titles Sales Therapy and Sticky Marketing both of which were in Amazon's top 10 Business Books, and #1 in the Sales & Marketing bestsellers chart.

A thought leader in his field, Leboff's main focus is to address the massive changes that are taking place in a world that is constantly being introduced to new technologies and an evolving World Wide Web. He continually challenges Sales & Marketing conventions that become accepted wisdom, but don't necessarily deliver results.

Having built a successful direct marketing company, which he started in 2002, Leboff sold it in 2008. As well as working as a Non Executive Director, he now has a number of other business interests.

Sticky Marketing Club® Ltd., is a strategic consultancy providing companies with Sales & Marketing strategies to thrive in a digital world.

Leboff's Sales and Marketing portal, stickymarketing.com produces a wealth of resources and information on effective Sales and Marketing for organisations in an ever changing business environment.

He is a highly sought after consultant and speaker, and constantly makes presentations at conferences and events all over the world.

Leboff is a Fellow of both The Institute of Direct and Digital Marketing and The Institute of Sales and Marketing Management, as well as being a regular contributor to many business magazines and newspapers. Amongst others, he has been featured in the Daily Telegraph, The Independent, The Financial Times, The Daily Mirror and The Sun, and has appeared on BBC Radio on numerous occasions.