

David Reske

Founder and President, Newspeed

David Reske is a 20-year digital marketing veteran, president of Newspeed, Inc., and the author of *Digital Marketing in the Zone: The Ultimate System for Digital Marketing Success*, which looks at how marketers can effectively navigate the evolving digital space and avoid unnecessary spend and risk to confidently execute strong marketing plans and accelerate the results of their digital marketing campaigns. In dynamic and high-energy presentations, Reske breaks down how businesses can leverage new media methods to execute and enhance marketing programs, as well as how to integrate search engine optimization and paid search with social media activities on blogs, Twitter, and elsewhere in order to dramatically improve effectiveness and ROI.

Reske is a serial entrepreneur who launched Newspeed in 2003. Newspeed focuses on delivering strong digital marketing capabilities and high ROI-driven marketing programs to a diverse set of clients across industries including insurance, software, telecommunications, education, retail, and more. Reske has worked with hundreds of B2B and B2C clients in marketing strategy, search marketing (SEO and PPC), social media, email, marketing automation and website design.

Before founding Newspeed, Reske was founder and CEO of Onward Technologies, a web marketing, consulting and systems integration firm, where he led the company to significant growth. Reske sold Onward to CSC Consulting group in 1998 and subsequently served as a Senior Partner with CSC. Reske is a veteran industry speaker at Internet and marketing conferences nationwide. He has delivered dozens of presentations on Internet marketing at conferences and other industry events.

Originally from Cleveland, Ohio, he is a graduate of Ohio State University. Reske is also the former President of the Entrepreneurs Organization, Boston Chapter. He is a regular host on Radio Entrepreneurs and contributes pieces on business strategy to a variety of outlets including *Entrepreneur* magazine.
