



ZEE JEREMIC

Founder and CEO of MASS Engines



Key Focus: Growing revenue for B2B companies by systematically increasing funnel conversions and deal velocity

Zee is the founder and CEO of MASS Engines, which maps and automates the customer journey to increase deal velocity and closure, enabling enterprise organizations like Samsung, Intel, and Informa to optimize lead flow and transform their funnel. They are building the mass communication engines of the future.

Zee is an innovative business technologist passionate about building revenue engines for growth companies to harness the full power of existing marketing and sales investments. A master management consultant, Zee is focused on business process optimizations and has helped many Fortune 500 and mid-market companies integrate their marketing and sales systems and processes to drive outstanding results.

SUGGESTED INTRODUCTION:

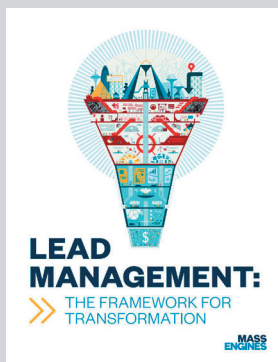
Today's guest, Zee Jeremic, is the founder and CEO of MASS Engines. Zee is an innovative business technologist passionate about building revenue engines for growth companies to harness the full power of existing marketing and sales investments. A master management consultant, Zee is focused on business process optimizations and has helped many Fortune 500 and mid-market companies integrate their marketing and sales systems and processes to drive outstanding results.

INTERVIEW TOPICS

- A new approach to revenue growth
- Transform Marketing into a Profit Center
- How to Build Your Revenue Engine
- The paradox of reducing leads to grow pipeline
- Sales & Marketing Integration

“MASS Engines is one of the few agencies that sees marketing automation from the point of view of business rather than technology. They look at it not from the bottom up based on what the technology is capable of doing, but rather from the top down focusing on the marketing and business side with an eye to how technology can support strategy.”

SENIOR DIRECTOR OF CUSTOMER EXPERIENCE AT INTEL



RECENT APPEARANCES:



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