



Jared Roy



Jared has over 16 years of integrated marketing and 12 years of interactive marketing experience. He has a proven track record of scoping, designing and delivering first-to-market world class interactive initiatives using a variety of social and digital technologies.

He believes in the power of connecting brands with consumers in new and innovative ways. Jared focuses on developing solutions for clients that harness the power of integrated marketing. He develops integrated digital and social marketing campaign strategies to help achieve client objectives. He develops and plans the convergence of traditional and new media to effectively influence, inform and engage key audiences.

Jared started his career in a variety of marketing and advertising positions and then spent 7 years at Risdall Marketing which he rejoined in 2008 bringing valuable experience working for Mullen and Keystone Symposia in the interim. While at Mullen he led the integrated marketing efforts for Embarq and Wachovia. Prior to Mullen he worked at Keystone Symposia, a Bill and Melinda Gates Foundation-supported organization where he created the premier social network for the scientific community that brought scientists from all over the world together in facilitating connections and expediting research.

He also spent two years as an Adjunct Professor of Marketing at The College of St. Scholastica and National American University. Jared holds a bachelor's degree in marketing from the University of Minnesota and a master's degree in integrated marketing communications from the University of Colorado.

Jared is married and is a father to daughter, Skylar. He has also spent the last 15 years as a semi-professional cyclist achieving the Rider of the Year Awards in 2002, 2005, 2006, 2007 and 2008.