



Ed Marsh to Keynote Digital Marketing session at NTMA Southwest Regional Conference

Industrial marketing expert will be joined at NTMA by Todd Hockenberry to present on effective industrial marketing for top line sales growth



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Consilium Global Business Advisors, LLC announced today that its founder, Ed Marsh, has been selected by the National Tooling and Machining Association Southwest Regional Conference (LA & San Diego Chapters) to present a keynote and breakout sessions on industrial internet marketing for attendees at the annual meeting.

An [industrial marketing](#) expert, HubSpot certified Inbound Marketing expert and former owner of several international companies in industrial manufacturing, capital equipment and distribution areas, Ed Marsh is unlike most of today's internet marketing consultants. He's a strategy consultant that advises SMB industrial manufacturing clients on issues such as changing buyer expectations; impact of IoT and 3D printing on their business; and implications of these changes to their revenue models. Top line growth for manufacturers today is built on a digital footprint of effective industrial marketing – and Marsh is recognized for his ability to help SMBs achieve results beyond their revenue.

"I love collaborating on projects with Todd," comments Marsh, "And I'm thrilled to share the stage with him at the NTMA annual convention in San Diego. We've designed a great series of sessions with the trade association leadership that will lay out this incredibly powerful methodology for attendees. From internet [marketing for machine shops](#), through appropriate channel and direct sales models for today's markets, right up to building on domestic digital marketing to reach international buyers in key markets like aerospace and medical device, we're going to present an effective revenue growth approach for today's industrial manufacturers."

It's not enough to simply have a website. Companies that are accustomed to letting their precision work and quality products do their marketing are finding themselves at an increasing disadvantage as new generations of procurement and engineering professionals turn to mobile devices to search for leading suppliers. "We understand this space – both the buyers and the manufacturers – since we've both held those roles ourselves," says Todd Hockenberry, President of Top Line Results, LLC. "We speak with an understanding of the challenges they really face, unlike many internet marketing agencies that may understand the steps, but not the industrial world." Hockenberry, a HubSpot Gold partner, has helped numerous industrial manufacturers create dynamic top line growth for their very traditional businesses.

"We're really excited to have secured Ed & Todd as speakers for our annual meeting," said Sean Tillet, President of the NTMA San Diego Chapter. "They've walked in our members' footsteps and speak with authority. Their combined expertise in internet marketing for machine shops is incredible, and Ed's selection as a 2016 recipient of a Presidential "E" Award speaks to his ability to help our members leverage these tools for profitable [global sales growth](#) as well."

The NTMA Southwest Conference will bring together members from CA, AZ, TX and other regional

affiliates for a 3 day event from August 5-7 in Irvine CA. Contact Cathy Teal (info@ntmasandiegochapter.com) for attendee and sponsor information or visit the site at <https://ntmasouthwestregionalconference.wildapricot.org/>.

About Consilium Global Business Advisors: Consilium assists American manufacturers in applying process excellence to their business development. In other words we help lean, well managed companies with rock solid bottom lines effectively and consistently grow their top lines to match. We work primarily with mid-size industrial manufacturing companies, guiding them through a journey of designing and executing business grade B2B inbound marketing and focused, profitable global market expansion.

PR courtesy of Online PR Media.

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