



Josh Irons

River Avenue Digital CEO

Josh Irons is the CEO of River Avenue Digital, a digital-first marketing agency that helps small and medium-sized businesses take digital marketing off of their to-do lists. He is charged with overseeing the agency's people, strategy, and client portfolios. A seasoned leader and dedicated mentor of talent, he has more than 15 years of experience working with both small and large clients driving record growth.

Josh began his career in 2000 at the Federal Reserve Bank of Philadelphia as a public relations manager and transitioned into a role

where he managed the Bank's public facing websites. Starting then he demonstrated a proven track record of reliable performance in the areas of effective P&L management, team leadership, strategic thinking, long-term client relationship building and new business development. Before founding River Avenue Digital, Josh was Chief Operating Officer at Converge Consulting, a higher education focused digital agency, where he grew a team that doubled revenue and twice made the Inc. 5000 list. Clients included Tulane, Villanova, Northwestern, and the University of Arizona.

He joined Converge from Leadnomics, a Philadelphia-based marketing and lead generation agency where he was Vice President of Sales and Account Management. Before that Josh served in various sales & marketing leadership roles at a leading higher education marketing company, EducationDynamics.

Josh earned an MBA from Villanova with a marketing specialization, a BA in Journalism, Public Relations, and Advertising from Temple University and an international business certificate from Bocconi University in Milan Italy. Josh is also Google Analytics and AdWords Certified and holds an Inbound Marketing Certificate & Sales Certificate both from HubSpot.

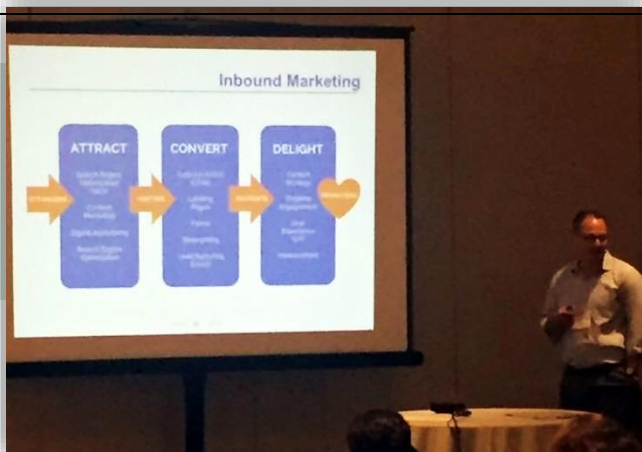
A strong proponent of community service, Josh dedicates time to causes such as Big Brother Big Sister of South Eastern PA, Toys for Tots, and the Movember Foundation. He was also named to the Board of Directors of the New Avenue Foundation.

Based in Suburban Philadelphia, Josh's free time is spent with his wife, Dawn, and son, Ari.



Education:

- Bachelor of Arts (BA), Journalism, Public Relations and Advertising
 - *Temple University*
- Masters of Business Administration (MBA)
 - *Villanova University*
- Certifications
 - *HubSpot Sales Certification*
 - *International Business Certificate*
 - *Google AdWords Certification*



DIGITAL MARKETER. ENTREPRENEUR. STORYTELLER. MENTOR.

Speaking Topics

- Social Media State of Union (What's Hot & What's Not)
- Using Social Media to Drive Revenue
- How a Holistic Digital Marketing Campaign can Jump-start Your Business
- Leveraging Local Search to Stand Out from the Crowd
- Josh Can Develop Dedicated Presentations Based on Need



BOOK JOSH IRONS TODAY: Josh@RiverAvenueDigital.com.