

## Andrew Rose

Director of Marketing and Business Development

### *Professional and Volunteer Affiliations*

Chair of Marketing  
Committee Maryland  
Chamber of Commerce

Chair, Maryland/DC  
Chapter of AAM

Executive Committee,  
Business Volunteers  
Unlimited, G.I.V.E.  
Program

Founder and Chair of  
Marketing Director's  
Support Group (MDSG)

Membership Committee,  
Maryland Chamber of  
Commerce

Member, Maryland  
Geological Society

### *Academic Preparation*

Bachelor of Arts, Knox  
College, 1992.  
Cum Laude.

### **BACKGROUND**

Andrew oversees the marketing, business development, strategic alliances, and direct sales for Naden/Lean, LLC, a CPA firm based in Hunt Valley, Maryland. An innovative marketing and business development authority, Andrew is frequently asked to speak to groups about Search Engine Marketing (SEM), Social Media Usage, On-line Advertising, Networking, Business Development, Cold-Calling Techniques, Vertical Marketing Strategies, Marketing without a Budget, Location Based Marketing (LBM) and Tactical Joint Marketing.

Andrew is deeply involved in the non-profit community, sitting on or advising several non-profit boards. Andrew has had excellent results in founding and chairing various peer support and networking/referral based groups. He founded the Marketing Director's Support Group in 2003, a well respected, educational forum for marketing executives in the Baltimore region. Andrew is a dedicated outdoor enthusiast who currently relishes in summiting 14ers in Colorado.

Prior to entering the sales and marketing arena, Andrew spent 8 years in restaurant and retail management positions. Andrew joined Naden/Lean, LLC in 2003.

### **PRESENTATIONS**

- 2011 – November – MACPA – Facebook for CPAs (2 CPE)
- 2011 – November – Virginia Society of CPAs - Using Social Media to Your Advantage
- 2011 – November – AAA/MACPA – Social Media for CPAs, a First Hand View
- 2011 – November – AGN International – What the Heck is SEO?
- 2011 – November – Women in Financial Services and Insurance – Networking 101
- 2011 – October – MidAtlantic Educational Office Professionals – Social Media 101
- 2011 – October - Towson University – Social Media Etiquette - panelist
- 2011 – August – Association for Accounting Marketing Atlanta – Social Media for Professional Service Firms
- 2011- July – ThinkBig Baltimore – Moderator – Blueprint of an Entrepreneur Panel

**PRESENTATIONS (continued)**

- 2011 – June – Constellation Energy – Networking 101
- 2011 – May - Naden/Lean – Ghost Hunting 101
- 2011 – May – Marketing Director’s Support Group – Networking 101
- 2011 – May – Elevation Research Group – Advanced On-line Advertising
- 2011 – March – Association for Accounting Marketing (AAM) – Brand Building in a Social Media World
- 2011 – March – Women’s EXPO/Conference - Ghost Hunting
- 2011 – February – CitiFinancial – Networking 101
- 2011 – January – MD Association of CPAs – Social Media for Professionals
- 2010 – November – Marketing Director’s Support Group – Marketing with No to Low Budget
- 2010 – November – Systems Alliance Users Conference – Mobile, Video and White Space (panelist)
- 2010 – November – Greater Washington Society of CPAs – Comprehensive Internet Strategies
- 2010 – October – University of Maryland, College Park – Internet Marketing for Agricultural Businesses
- 2010 - August – BSSF – Networking and Business Development for CPAs
- 2010 – June - Towson University – Life After Graduation
- 2010 – June – Maryland Association of CPAs – Social Media Marketing (panelist)
- 2010 – June- Association of Accounting Marketing – Pull Marketing (panelist)
- 2010 – May – Business Volunteers Unlimited – The Power of Professional Networks (panelist)
- 2010 – April – Howard County Agricultural Department – Networking for Women Agricultural Professionals
- 2010 – March- Towson University – Life After Graduation
- 2010 – February – The Snyder Group – Social Media 101
- 2010 – February – Association of Accounting Marketers – Demystifying Online Advertising (panelist).
- 2009 – November – Stevenson University – Life After Graduation
- 2009 – November – The Maryland Association of CPAs – Social Media and CPAs
- 2009 – October – The Institute of Management and Administration (IOMA) – Integrating Social Media into Marketing (panelist).
- 2009 – May – Mid-Atlantic Financial Corporation (and guests) – Business Development and Networking 101/202
- 2009 – April – Niles Barton, LLC – Networking Best Practices for Lawyers
- 2008 – October – Towson University – Life After Graduation
- 2008- September – Bowie and Jensen Law Firm – Business Development and Networking Techniques for Lawyers
- 2008- September – MacKenzie Commercial Real Estate – Cold Calling Techniques
- 2008- June – Towson University – Life after Graduation
- 2008- February – Laserline – Cold Calling Techniques
- 2008- January – Wachovia Business Banking Group – How to Network with CPAs
- 2007 – September - Maryland Association of Non-Profit Organizations – Fiduciary Responsibility of Non-Profit Board Members

### **PRESENTATIONS (continued)**

- 2007 – April - Maryland Association of Non-Profit Organizations – Fiduciary Responsibility of Non-Profit Board Members
- 2007 – The Urbanite Magazine – Cold Calling Techniques
- 2007 – MacKenzie Commercial Real Estate - Networking on a Limited Budget
- 2001 – 2006 Multiple presentations.

### **ARTICLES**

- April 2011 “Building Relationships, Building Business” – MACPA Statement
- January 2011 “LinkedIn and Facebook: Social media for CPAs” – MACPA Statement
- December 2010 “Social Media Strategies for Professionals and Their Firms: The Guide to Establishing Credibility and Accelerating Relationships” by Michelle Golden (case study)
- October 2010 “Use of Employees’ Names or Pictures in Marketing Material” – MACPA Statement (co-authored)
- July 2010 “Blog and Tweet Your Way to Firm Growth” – AICPA CPA Insider (quoted)
- July 2010 “Protect your content from Internet thieves” – MACPA Statement (authored)
- June 2010 “Member Voices” by Aimee Lavalley – AAM MarkeTrends (interviewed)
- March 2010 “Meet Now, Measure Later” by Liz Gold – Accounting Today Magazine (quoted)
- February, 2010 “Missed Manners, Today’s Etiquette Experts Are Trying to Recapture a Lost Art” by Martha Thomas – Baltimore Magazine (quoted)
- June, 2009 “How Twitter Launched a CPA Firm into the Top Google Rankings” – by Rick Telberg – CPA Trendlines (featured)
- April, 2004 “The Art of Networking” by Neil Young – The Daily Record (featured)

### **PAST PROFESSIONAL AFFILIATIONS**

- Treasurer, Long Green Valley Association (2004 – 2011)
- Chair, Chapter Support Committee AAM (2009 – 2011)
- Membership Committee, Association of Accounting Marketers (AAM) (2007 – 2011)
- President, Business Opportunity Network, Inc. (BON) (2007 – 2011)
- Events Committee, the Center Club (2007 – 2009)
- Marketing Committee -American Subcontractors Association, Maryland Chapter (2005 – 2009)
- Vice Chair – Tri Churches Housing, Inc. (2003 – 2009)
- Marketing Committee - Delaware Captive Insurance Association (2005 – 2008)
- Ambassador Committee – Baltimore County Chamber of Commerce (2001 – 2004)