

MARK WISER BIO

Mark Wisner has built a 31-year career as a marketing innovator, developing successful programs that have helped build profitable sales and garnered national recognition.

He has held executive-level marketing positions at Fortune 500 companies and billion-dollar brands, including Procter & Gamble, PepsiCo/Pizza Hut, GTE, Arby's and Club Med. He has experience in a wide range of industries including packaged goods to restaurants to software technology to travel.

Mr. Wisner has also been involved in the creation of several innovative start-up businesses, including the creation of his own restaurant concept that was featured in Entrepreneur as one of their "Smart Ideas" in 2000.

His insight-driven approach to marketing has led to the creation of significant new consumer products, nationally recognized marketing programs and award-winning campaigns. He has been interviewed in major national newspapers and magazines and is an occasional speaker at marketing and business conferences.

