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## LEADERSHIP BEYOND BORDERS

WITH

KIMBERLI J. LEWIS



### Leadership Beyond Borders

Tuesday at 3 PM Pacific

**May 5th 2020: Leveraging the Affiliate Marketing Channel**

Marketing practices are adapting to the corona crisis in both the B2B and B2C sectors. E-commerce is surging among SMBs, while business models are changing. Demands are shifting in online product orders. High-demand for new products and services in a world where everyone is shopping online creates new competition and makes channels such as affiliate marketing a logical choice. In this episode we take a look at the affiliate marketing channel, how it works and why it can be a reliable marketing channel for not only brands but the local B2C businesses as they change their product portfolios

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### Featured Guest

Guest Image

#### Greg Shepard

GREG SHEPARD is the CEO and founder of BOSS Capital Partners. He is a Serial Entrepreneur, Author, Speaker and Angel Venture Capital Investor with a legacy of building and running sustainable growth businesses. Driven by a transformational leadership style, Greg has spearheaded multiple company exits in the Biotech, TransitTech, AdTech and MarTech space. Two of his former companies were acquired by eBay Enterprise Marketing Solutions in January 2016 as a part of a cross-brand deal totaling largely over \$900M. The transaction comprised the purchase and sale of numerous companies, two of which were Greg's. He has won: Tech Deal of the Year Over \$250 million, Private Equity Deal of

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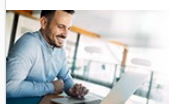
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