

Bruce Kennedy Law

President and Founder, Sprout Marketing



Over the course of his 30-year marketing career which began on Madison Avenue, Bruce has become a recognized expert in building brands, generating sales, and capturing market share for virtually every kind of company, from startup to late stage, high-tech to packaged goods, for-profit to philanthropic. Bruce has directed marketing for household names like Intel and Lever Brothers, as well as mid-sized companies like Little Giant Ladders and Provo Craft. He has personally served as VP of Marketing for more than 150 companies as a result of his unique CMO-for-hire business model.

Under Bruce's direction since 2002, Sprout Marketing has guided the marketing of more than 250 companies, launched more than 500 products, and added over \$400 million in incremental revenue to the top lines of its portfolio companies in the process.

Sprout's unique approach of providing a part-time chief marketing officer to companies that otherwise wouldn't be able to afford one has become a must-have growth solution for startups, small businesses and mid-sized companies alike.

Bruce is a provocative and sought after speaker at conferences and universities throughout the US, and is regularly quoted in business and marketing publications. He founded the Marketing Executive Forum, a think tank for marketing professionals seeking to continually improve their skills. He sits on the board of the Utah Technology Council and the Arizona Technology Council Startup and Entrepreneurship Committee. Bruce began his career in 1984 at Ogilvy Advertising in New York City, then the third largest ad agency in the world. He holds a BA in Advertising from BYU. He and his wife and four children reside in Arizona.