

Andrew Rose

Director of Marketing and Business Development

Professional and Volunteer Affiliations

Chair of Marketing
Committee Maryland
Chamber of Commerce

Treasurer, Long Green
Valley Association

Membership Committee,
Association of Accounting
Marketers (AAM)

Executive Committee,
Business Volunteers
Unlimited, Project
C.O.P.E.

Chair, Maryland/DC
Chapter of AAM

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

Chair, Chapter Support
Committee AAM

President, Business
Opportunity Network, Inc.
(BON)

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

Academic Preparation

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

BACKGROUND

Andrew oversees the marketing, business development, strategic alliances / channel distribution, and direct sales for Naden/Lean, LLC, a CPA firm based in Timonium, Maryland. An innovative marketing authority, Andrew is frequently asked to speak to groups about Cold-Calling Techniques, Business Development, Vertical Marketing Strategies, Marketing without a Budget, Tactical Joint Marketing, Search Engine Marketing (SEM) and Networking. Andrew is also 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

- 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

Naden/Lean LLC

CPAs and Business Consultants

PRESENTATIONS (continued)

- 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
- 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
- 2007 – Belvedere Business Network – Vertical Marketing Strategies
- 2005 – Wachovia Business Banking Group – Marketing Strategies on a Limited Budget
- 2004 – America’s Bank Mortgage Division – Cold Calling/Networking Techniques
- 2003 – Wachovia Business Banking Group – Cold Calling Techniques
- 2002 – Provident Bank Small Business Banking Group – Cold Calling Techniques
- 2001 – First Union Business Banking Group – Cold Calling Techniques

ARTICLES

- April, 2004 “The Art of Networking” by Neil Young.

PAST PROFESSIONAL AFFILIATIONS

- 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 – 2000)

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