

## 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)

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)

Membership Committee,  
Maryland Chamber of  
Commerce

### *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 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), Social Media Usage, On-line Advertising 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**

- 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

## **PRESENTATIONS (continued)**

- 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
- 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**

- 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**

- 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)

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