



Stephen Woessner has 17 years of experience in Web strategy development, search engine optimization, social networking, marketing, research, and strategic planning. Woessner spent 10 of those years working in three advertising agencies in South Dakota and Wisconsin. Woessner has an intimate understanding of new business development, account services, media buying, production, management, and expanding agency revenues through new service offerings.

Woessner has owned four businesses including one advertising agency.

Woessner was the co-founder of a dot com named Fortified Nutrition, which made him a multi-millionaire by the time he was 28 years old. Woessner and his management team built the company up to a valuation of \$10 million and Fortified enjoyed success from its search engine optimization, viral marketing, online partnerships, affiliate marketing, and e-mail marketing strategies. The company raised venture capital and obtained commercial financing from Wells Fargo.

Fortified planned an initial public offering in late 2001. However, plans changed drastically when the dot com bubble burst. The multi-million dollar value of his Fortified stock evaporated and Woessner lost over \$100,000 of his own cash. Fortified taught Woessner the painful lesson of remaining focused on being efficient and effective to preserve the two most critical assets in any business: cash and time.

In 2006, Woessner left the private sector and accepted a position at the University of Wisconsin-La Crosse Small Business Development Center (SBDC). Woessner now helps entrepreneurs start, manage, and grow their companies. Woessner manages all business education programs at the SBDC. He also teaches several online marketing classes at the University of Wisconsin-La Crosse, UW-Madison, UW-Green Bay, UW-Superior, UW-Parkside, and Kent State University-Stark.

Woessner has been quoted in Inc. Magazine, E-commerce Times, B-to-B Online Magazine, The Milwaukee Journal-Sentinel, Wisconsin Public Radio, and other media. Woessner is the author of two books. The first is entitled *The Small Business Owner's Handbook to Search Engine Optimization* and has been a # 3 best-seller on Amazon.com United States, #1 on Amazon United Kingdom, and #16 on Amazon France for its category. The second book is entitled *Increase Online Sales through Viral Social Networking*.

Woessner holds a Master of Business Administration and a Bachelor of Science in marketing from UW-La Crosse. Woessner is also a graduate of Black Hills State University and the Community College of the Air Force. He lives in La Crosse, Wisconsin with his wife Christine and daughter Caitlyn. You can learn more about Woessner on Facebook, LinkedIn, and Twitter.