PATRICK BYERS

OUTSOURCE MARKETING

Patrick Byers is the founder of Outsource Marketing, the marketing outsourcing pioneer on a mission to help clients make marketing the fun part of growing their organization. Since 1997, Outmark has served B2B and B2C clients of all sizes, including Microsoft, T-Mobile, Starbucks, Safeco, Farmers, and some other organizations you might have heard of.

Patrick taught *Integrated Marketing Communications* at the UW in the late nineties and has been preaching and teaching innovative ways to break through the clutter to audiences all over the U.S. ever since. Before the gray, he was a PSBJ 40 Under 40 honoree, and in 2015, he was recognized by the American Marketing Association Puget Sound as a *Marketing Legend*.