

Perry Marshall - BIO

Perry Marshall is endorsed in FORBES and INC Magazine and is one of the most expensive business consultants in the world. He has guided numerous clients from startup to tens and hundreds of millions of dollars.

He founded the the \$10 million [Evolution 2.0 Prize](#), with judges from Harvard, Oxford and MIT. The world's largest science prize, announced at the Royal Society in Great Britain, aims to solve the biggest mystery in biology.

His reinvention of the Pareto Principle is published in [Harvard Business Review](#). NASA's Jet Propulsion Labs at the California Institute of Technology uses his 80/20 Curve as a productivity tool. [80/20 Sales & Marketing](#) is mandatory in many growing companies.

Marketing maverick Dan Kennedy says, "If you don't know who Perry Marshall is — unforgivable. Perry's an honest man in a field rife with charlatans."

His Google AdWords book laid the foundations for the \$100 billion Pay Per Click industry, and techniques he pioneered are standard best practices. [Ultimate Guide to Google AdWords](#) is the world's best selling book on internet advertising.

PERRY MARSHALL'S WORK IS REFERENCED IN DOZENS OF INFLUENTIAL MARKETING BOOKS LIKE THESE (CLICK THE IMAGE FOR MORE)

He's consulted in over 300 industries and served as an expert witness for marketing and Google AdWords litigation. Perry has a degree in Electrical Engineering and lives in Chicago.

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