

## **Paul Roetzer**

### **Founder and CEO**

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Paul Roetzer is founder and CEO of Marketing AI Institute and SmarterX; co-author of *Marketing Artificial Intelligence: AI, Marketing and the Future of Business*; host of The Artificial Intelligence Show podcast; and creator of the Marketing AI Conference (MAICON).

As a speaker, Roetzer is focused on making AI approachable and actionable for marketers and business leaders. A graduate of Ohio University's E.W. Scripps School of Journalism, Roetzer has consulted for hundreds of organizations, from startups to Fortune 500 companies. Previously he was founder and CEO of PR 20/20, a digital marketing agency that he sold in 2021.