

Naden/Lean, LLC

A Professional Services Company of
Certified Public Accountants and Business Consultants

Andrew Rose

Director of Marketing and Business Development

Professional and Volunteer Affiliations

Chair of Marketing
Committee Maryland
Chamber of Commerce

Vice-Chair, Tri-Churches
Housing, Inc.

Treasurer, Long Green
Valley Association

Events Committee, the
Center Club

Membership Committee,
Association of Accounting
Marketers (AAM)

Marketing Committee
American Association of
Subcontractors (Maryland
Chapter)

Chair, Maryland Chapter
of AAM

Chair, Baltimore
Volunteers Unlimited
G.I.V.E. Committee

Co-Chair, Chapter
Support Committee AAM

President, Business
Opportunity Network, Inc.

Founder and Chair of
Marketing Director's
Support Group (MDSG)

Academic Preparation

Bachelor of Arts, Knox
College, 1992.
Cum Laude.

BACKGROUND

Andrew oversees the marketing, business development, strategic alliances / alternate channel distribution, and direct sales for Naden / Lean, LLC. 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, 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

- 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

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PRESENTATIONS (continued)

- 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

- April, 2004 “The Art of Networking” by Neil Young.

PAST PROFESSIONAL AFFILIATIONS

- Marketing Committee - Delaware Captive Insurance Association (2005 – 2008)
- Ambassador Committee – Baltimore County Chamber of Commerce (2001 – 2003)

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