



Marketing Primer for Startups

Instructor: Bridgeman Carney

Aug 12, 2015, 6:30 PM to 8:30 PM

[Register online](#)

<https://marketingprimers4startups.eventbrite.com>

\$5 online registration for IEEE member or higher grades, and for associate and affiliate members.

\$15 online for non-members, \$35 at the door

Location: California Lutheran University

60 West Olsen Road, Ahmanson Science Building - Richter Auditorium, Room 100, Thousand Oaks, CA

The mindset and process of Marketing is a core element in starting a business. We will look at these and their impact on your messaging, operations and funding efforts.

Bridgeman Carney (Bridge) began his career on the technical side in very first days digital computers, then later moved into the marketing side and completing his personal 'tri-fecta' as a top salesperson with assignments in large and small technology companies.

Mr. Carney's roles range from 'in-the-trenches' to executive management in all phases of his career. He is today an expert in Marketing aspects of a business and works extensively with early stage companies. Carney's work establishes a Management team's values in the mind set and process of Marketing needed to construct business's core values, go-to-market strategies.



Directions from Ventura:

Take the Ventura Freeway 101 South.
 Take Lynn Road Exit, turn left, drive 2.9 miles.
 Lynn Road turns into Olsen Road, drive .9 miles.
 Turn right onto Mountclef Boulevard - the University is on the right
 Turn Right onto Memorial Parkway
 Park on Memorial Parkway or adjacent streets.

Directions from Los Angeles:

Take the Ventura Freeway 101 North.
 Take Lynn Road Exit, turn right, drive 2.9 miles.
 Lynn Road turns into Olsen Road, drive .9 miles.
 Turn right onto Mountclef Boulevard - the University is on the right.
 Turn Right onto Memorial Parkway
 Park on Memorial Parkway or adjacent streets.