

THE ART OF WHY

The Art of WHY is a talk about finding your purpose in both life and business then mastering it. This talk will help you learn how to answer the right questions first, then keep your WHY as the motivation in every phase of building your life. When worked thoroughly, the 10 steps from *The Art of WHY* will transform the way you prioritize and master your WHY.

Frankie Russo

Frankie Russo has built POTENZA into a family of companies which include a marketing firm, a creative agency, a digital ad agency and an Ad Tech company. POTENZA's newest addition, POTENZA INNOVATIONS, was co-founded by Russo and is an ad tech company with a marketing automation and intelligence software as the centerpiece of their offerings.

Russo's broad-spectrum outreach continues to attract audiences. With 53 marketing, creative and technology enthusiasts on staff, POTENZA's family of companies serve clients in 93 markets ranging from regional auto dealers to national food chains to local TV stations. POTENZA currently has offices in the USA and India.

Russo has lead POTENZA to become one of America's fastest growing privately owned companies 3 years in a row [INC 5000 2014 - 2016]. He was also named as one of 2014's 20 under 40 in Louisiana. He has been featured as a Keynote speaker at the Apple Partner Symposium in New York City addressing owners of Apple retail centers from around the US and in Las Vegas at the Fox Affiliates Meeting during the National Association of Broadcasters Convention addressing the CEOs of all the US FOX affiliate stations.

Russo has most recently published his first book titled *'The Art of WHY'* and is planning a series of book tours and talks in 2016.



POTENZA POTENZA Inc.™ is a family of companies which include a marketing firm, a creative agency, a digital ad agency and an Ad Tech company. POTENZA's newest addition, POTENZA INNOVATIONS™, is an ad tech company with a marketing automation and intelligence software [ReturnFlight™] as the centerpiece of their offerings. With 53 marketing, creative and technology enthusiasts on staff, POTENZA's family of companies serve clients in 93 markets ranging from regional auto dealers to national food chains to local TV stations. POTENZA™ currently has offices in the USA and India. POTENZA Inc.™ has also been named one of America's fastest growing privately owned companies 2 years in a row [INC 5000 2014 & 2015]. Awards 2016 Addy Awards - Acadiana Advertising Federation Gold GMC Louisiana Motor Dealers Association: Precision Campaign Silver Sinclair Broadcast Group: Comet TV Social Media Brand Launch Campaign Louisiana Sleep Solutions: Live Life Fully-Charged Buick

Louisiana Motor Dealers Association: Never Stop Reinventing Yourself Campaign 2016 Telly Awards The Telly awards honor outstanding local, regional and TV commercials and programs, as well as the finest video and film productions, and work created for the web. This year is the 37th year the Telly's have taken place. Bronze Southern Style Outfitter's: Bonfire (Retail Category) Louisiana Sleep Solutions: Live Life Fully-Charged (Health and Wellness Category) Silver GMC Louisiana Motor Dealers Association: Precision Campaign (Cinematography Category) 2014 Addy Awards-Acadiana Advertising Federation Film Production - Louisiana Buick GMC LMA: No strangers to hard work Campaign Film Production - Lilly Brave: Burning the lines Campaign 2012 Addy Awards-Acadiana Advertising Federation Film Production - Le Reve Boutique Lifestyle Campaign 2011 Addy Awards-Acadiana Advertising Federation Film Production - The Orchard Apple Specialist: Upgrade Your Life with Mac Campaign.

SPECIALTIES

Traditional and Digital Media Placement
Graphic Design
Video Production
PR
Branding
Event Marketing
Software Development
Custom eCommerce
Mobile App Development
Search Engine Marketing
Marketing Intelligence
Retargeting Ads
Contextual Ads
Geo-Fencing
Social Ads

- Website: www.potenzainc.com
- Industry: Marketing and Advertising
- Type: Privately Held
- Company Size: 11-50 employees
- Founded: 2007