



## **JIMMY NEWSON:** **THE IMPACT INFLUENCER**

**Founder/CEO:** Moving Forward Small Business | Jimmy Newson Consulting  
*Senior Advisor for New York Marketing Association & International Speaker*



### **Jimmy Has Been Featured in:**

**Forbes Entrepreneur ADWEEK AdAge**  **databox** 

Jimmy Newson founded Jimmy Newson Consulting and Moving Forward Small Business, a membership-based digital publishing company on a mission to save a million small businesses from failure by 2050, leveraging technology, innovation, and business strategy. He is also the senior advisor for the New York Marketing Association. He presents workshops and training regularly with Start Small Think Big, NY Public Library, SCORE, Digital Marketing World Forum, DC Start-Up Week, and multiple international SaaS companies.

- He has been dubbed "The Impact Influencer" for the outstanding results he achieves for his many clients & supporters and his impact and influence on them and their businesses.
- He's created win-win-win partnerships with international SaaS Partners giving him access to millions of small businesses globally.
- He's trained tens of thousands of business professionals worldwide through MFSB events and event partners.
- He's helped clients generate hundreds of thousands in website visitors and millions in revenue with digital marketing services during his time as a service provider.



[www.MovingForwardSmallBusiness.com](http://www.MovingForwardSmallBusiness.com)

[www.JimmyNewson.com](http://www.JimmyNewson.com)

## ORGANIZATION AFFILIATIONS & STRATEGIC PARTNERSHIPS

**Moving Forward Small Business** - Founder & CEO

**New York Marketing Association** - Senior Advisor

**New York Public Library/Science and Business Library**  
(Resident Presenter and Supporter)

**Start Small Think Big** - Associate Board Member & Media Partner

**DC Start-Up Week** - Ongoing Presenter & Media Partner

**NYC Career & Technical Education/New York Board of Ed Program (CTE)** - Business & Finance Committee Member

**Small Business Digital Alliance** - Small Business Local Allie

**Entrepreneur Leadership Network** (Entrepreneur.com) Contributor and Member

**Forbes Business Council** (Pending Member)

**Digital Marketing World Forum** - Host, Chair and Ongoing Presenter & Media Partner

**madconNYC/Reed Exhibits** - Ongoing Presenter

**VISTAGE NYC** - Media Partner

**SCORE (DC Chapter)** - Ongoing Presenter/Preferred Vendor

## SAAS PARTNERSHIPS & SPONSORSHIPS

### SEMrush

(6 Million Members Worldwide) - Presenter/Partner

**Ahrefs** - Presenter/Sponsor

**BigVu** - Presenter - **Agency** Partner

**HubSpot** - Agency **Sales** Partner

**FLYWHEEL/WP Engine** - Agency Partner

**ActiveCampaign** - Agency Partner

**Accessibe** - Agency Partner

**Trainual** - Official Trainual Ambassador

## INDUSTRY CERTIFICATIONS

**Google** (multiple certifications)

**SEMrush** (multiple certifications)

**HubSpot** (multiple certifications)

**Vimeo** (Certified Video Expert)

**Trainual** (Trainual Certified Consultant)

**LinkedIn** (Recommended ProFinder)

## MEDIA MENTION

**Forbes:** <https://www.forbes.com/sites/elainepofeldt/2020/08/31/looking-to-jumpstart-a-stalled-business-its-all-about-competitive-research/#6a003cedc39e>

**FitSmallBusiness:** <https://fitsmallbusiness.com/lead-generation-best-practices/>

**DataBox:** <https://databox.com/how-to-set-your-marketing-goals>

## SOME OF MY ARTICLES

**MFSB:** Here is What the SBA Considers A Small Business in America: <https://www.movingforwardsmallbusiness.com/what-the-sba-considers-a-small-business-in-america/>

**Entrepreneur** Ultimate Guide to Competitive Research for Small Businesses: <https://www.entrepreneur.com/article/412183>

**Entrepreneur:** Black Business Leaders: Adopt Digital Strategies to Increase Competition: <https://www.entrepreneur.com/growing-a-business/3-reasons-black-small-businesses-should-embrace-digital/444615>

**MFSB:** The 9 SaaS Tools You Need to be Using in Your Growing Business in 2023: <https://www.movingforwardsmallbusiness.com/the-9-saas-tools-you-need-to-be-using-in-your-growing-business-in-2023/>

**Entrepreneur** - 12 Steps to Starting Your Digital Transformation: <https://www.entrepreneur.com/article/359958>

## SLATED EVENTS FOR 2023/2024

### Virtual Summits (4)

- Media and Partnership Summit (Fall/Winter 2024)
- The Lead Magnet Virtual Summit (Already Complete-Relaunch fall/winter of 2023):
- Digital Transformation Summit (2024)
- The Millionaires Summit (Spring 2025)

### Signature Events & Programs:

- Coffee with Your Strategy In-Person Monthly Meetup
- 1st Annual MFSB Leadership & Impact Seminar | Hybrid - New York City & Online
- Business Growth Strategy Tour (Hybrid Event - 10 cities - Spring 2024)
- Small Biz Growth Accelerator in NYC - Hybrid - Monthly
- Business Strategy Development Program (Online)

### Courses, Workshops, Clinics & Webinars:

- Speed Up Your Leadership Masteclass
- Skyrocket Your Website Ranking and Win New Leads with a Content Hub Strategy
- Partnership Development Course
- Organic and Local SEO Essentials
- AI Content Writing Course

## WEB PROPERTIES

<https://www.movingforwardsmallbusiness.com>

<https://jimmynewson.com>

## TESTIMONIALS

"Obviously the two major traits found in great speakers are: 1) are they knowledgeable in their chosen subject and 2) are they engaging when they speak. Let's start with number one. For my digital marketing event, madconNYC, we needed not only great speakers, but experts in a given digital marketing discipline to provide advice and answer the burning questions of our participants.

Jimmy is so knowledgeable that not only can he speak intelligently on **NUMEROUS** marketing topics, but he really is a true "expert" in different disciplines. His advice is proving to be invaluable to our event customers. Now let's look at number two. Jimmy's delivery, demeanor, and dynamic personality ensure he can a) make the connection with our audience and b) hold their attention. I know many people who have number one OR number two, but not many that embody both. Jimmy does. And I say this from personal experience having worked directly with him. He's so good we asked him to be both an Expert AND a thought-leadership speaker! In short, Jimmy is both the bee's knees AND the cat's pajamas!"

### Carlos Rodriguez

Event Director | Bar Convent Brooklyn & madconNYC  
Event Tech Director | Reed Exhibitions US

"Jimmy is highly engaging, energetic and extremely knowledgeable across a variety of marketing disciplines. He delivers valuable and actionable content, which is exactly what our organization needs to better help our community of under-resourced entrepreneurs. We are immensely appreciative for Jimmy's support of our organization and the time and expertise he's contributed to help our small businesses. "

### Kelly Hunter

Marketing Program Manager  
Start Small Think Big, Inc.

"I have the utmost pleasure working with Jimmy for over two years here at DMWF (Digital Marketing World Forum) – in-person and virtually. A delightful and charismatic speaker with an abundance of marketing knowledge. His sessions are not only delivered in an easily digestible fashion, so the audience is not overwhelmed, his personality is an infection on the stage! Jimmy is always on hand to lend his support and expertise to enhance our delegates' experience at our conferences. We love working with Jimmy and having him speak at DMWF events for years to come."

### Rachael Reid

Head of #DMWF  
#DMWF World Series

**More Testimonials:** <https://www.jimmynewson.com/book-jimmy-for-upcoming-event/>

## GALLERY







## GALLERY

