# Presenter: David LaPlante, CMO

David LaPlante is CMO at PropertyRadar where he leads its mission to make targeted local marketing easy, effective, and affordable for small local businesses.

With a career defined at the intersection of marketing, technology, and human behavioral sciences, David entertains his audiences with stories and insights acquired from a life of adventure, entrepreneurship, investing, and pioneering marketing technologies rooted in human behavior.

Born in Aspen and raised in Crested Butte, Colorado, David was recruited to the University of Nevada Ski Team and where he managed to earn degrees in Finance and Economics, get named a CATO Institute Ludwig von Mises fellow, while spending every possible minute – and student loan – on skiing, climbing, cycling, and paragliding the High Sierra. Recently his alma mater awarded him with a lifetime achievement award.

After college, David became the youngest marketing executive in the casino gaming industry during its nationwide explosion as he pioneered the early development of player behavior tracking and data marketing systems.

David began building websites on the side in late 1994 with the advent of the Web, ultimately abandoning his role as the youngest casino marketing executive to co-found Nevada’s first full-service digital agency where he led the design and development for hundreds of brands.

In 2002, David co-founded as CEO digital agency and messaging pioneer Twelve Horses (acquired in 2009) where it managed client marketing spend of over $100 million in brand development, creative media, and direct marketing response campaigns for dozens of Fortune 1000 brands across the globe.

David joined Global Mobile Marketing board of directors in 2005 and assisted with the US launch of SMS shortcodes (how Twitter started) as well as cross-carrier MMS messaging. He also co-founded Nevada’s Center for Entrepreneurship & Technology driving policy and venture investment in Nevada as well as stewarding over $2 million in college student business plan competition prizes.

More recently, David has served as board advisor to Requested (acquired by Waitr); Fluri (acquired by Snocru); Chrysallis (acquired by Arduro); and digital agency Noble Studios, a 4X Inc. 5000 winner as a fastest growing private company in America and 2014 Small Business of the Year.