

# Presenter: David LaPlante, CMO PropertyRadar

David LaPlante is on a mission to help smart local businesses find their future deals and customers and grow their business.

With a career defined at the intersection of marketing technology, data, and the behavioral sciences, David entertains audiences with stories and insights acquired from a lifetime of adventure, entrepreneurship, and helping businesses succeed.

Born in Aspen and raised in Crested Butte, Colorado, David was recruited to the University of Nevada Ski Team where he somehow managed to earn dual degrees in Finance and Economics while spending every possible day – and student loan – skiing, climbing, cycling, and paragliding in the High Sierra. Turning a blind eye to his many transgressions as a student, the University of Nevada recognized him with a lifetime professional achievement award in 2014.

Upon graduating college, David became the youngest marketing executive in the casino gaming industry during its nationwide expansion and where he became obsessed with data-driven marketing as an early pioneer of multi-property player tracking systems. The release of Mosaic Netscape 0.9 on October 13, 1994 changed everything. David started building websites at night for friends, ultimately leaving the casino industry to co-found Nevada’s first full-service digital marketing agency in 1995 and subsequently leading 100s of businesses to the Web.

David co-founded, as CEO, multi-channel messaging pioneer Twelve Horses in 2002 (acquired in 2009). Twelve Horses powered billions of B2B and B2C messages and managed client marketing spend of over $100 million in brand creative, media, and direct marketing response campaigns for dozens of Fortune 1000 brands.

David co-founded Nevada’s Center for Entrepreneurship & Technology, driving policy and capital investment in Nevada’s startups while stewarding over $2 million in college student business plan competition prizes. David joined Global Mobile Marketing Association board of directors in 2005 where he assisted with the US launch of SMS shortcodes for marketing and helped negotiate cross-carrier MMS messaging agreements.

More recently, David has served as board advisor to Requested (acquired by Waitr 2017, NASDAQ IPO November 2018); Fluri (acquired by Snocru); Chrysallis (acquired by Arduro); Moment Skis, 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.