

# Dale's Bios

## Dale's Short SEO Bio

Dale Bertrand has been an SEO specialist and AI consultant to Fortune 500 companies and venture-backed startups around the world for two decades. His clients include global brands such as Citizen Watch, Nestle, Raymond Weil, Exxon Mobil and Bulova. He applies his graduate school work in artificial intelligence to search engine marketing and speaks at marketing industry conferences.

## Dale's Long SEO Bio

Dale Bertrand has been an SEO specialist to Fortune 500 companies and venture-backed startups around the world for two decades. His clients include global brands such as Citizen Watch, Nestle, Raymond Weil, Exxon Mobil and Bulova. He applies his graduate school work in artificial intelligence to search engine marketing. Dale speaks at industry conferences, leads corporate training events and serves as Entrepreneur in Residence at the Harvard Alumni Entrepreneurs Organization. He has trained marketing professionals from TripAdvisor, Microsoft, HubSpot, Digitas, Exxon Mobile and Proctor & Gamble. Dale has BS and MS degrees in Computer Engineering from Brown University.

## Dale's Long Bio

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Dale Bertrand is a speaker and marketer who has worked his entire career at the intersection of marketing and technology. Dale applies his graduate school work in computer engineering and artificial intelligence to digital marketing. He has served as a digital strategist for Fortune 500 companies and venture-backed startups for two decades.

He holds a BS and MS in Electrical Engineering from Brown University with a focus on AI and engineering. Dale worked on a team of engineers who designed and built a 5,832-processor supercomputer for the NSA.

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## **Dale's AI Bio**

Dale Bertrand is a marketer and founder of Fire&Spark, an SEO and content marketing agency. He has two decades of experience in AI and marketing, drawing on his graduate work in artificial intelligence at Brown University's Laboratory for Engineering Man/Machine Systems.

At Fire&Spark, Dale deployed AI technology to make operational improvements. Now, he consults with marketers and businesses to help them integrate AI into their strategies and develop new capabilities.

He holds a BS and MS in Electrical Engineering from Brown University with a focus on AI and computer engineering. Dale worked on a team of engineers who designed and built a 5,832-processor supercomputer for the NSA.

Dale was an Entrepreneur in Residence at the Harvard Alumni Entrepreneurship Program and he speaks at marketing conferences such as SXSW, AI Summit West, Content Tech and the MIT Enterprise forum.

# Dale's Tweetable Bio

Dale Bertrand is a speaker and marketer who has worked his entire career at the intersection of marketing and technology. He applies his work in computer engineering and AI to digital marketing.