



A. Lee Judge

Keynote Speaker | Sales and Marketing Expert
Author | Founder of Content Monsta

Lee is an executive-level marketer with hands-on technical acumen. His years of experience working between Sales, Marketing, and Customer Experience have allowed him to be “tri-lingual,” speaking to the unique needs and demands of each of these business disciplines.

Effectively communicating between the C-Suite, Marketing, and Sales Operations is the key to Lee’s unique position in helping businesses strengthen their overall selling strategy. Lee helps his clients see the whole board by optimizing marketing’s role across the business while integrating Business Processes, Sales Operations, and Customer Experience.

As the author of ***CASH: The 4 Keys to Better Sales, Smarter Marketing, and a Supercharged Revenue Machine***, Lee provides a proven framework for aligning Sales and Marketing teams to drive significant business growth. The book focuses on four critical keys—Communication, Alignment, Systems, and Honesty—to help companies break down silos, set unified goals, and leverage cutting-edge technology to supercharge their revenue operations. **CASH** is a blueprint for creating seamless collaboration and a powerful revenue engine.

With over 20 years of marketing and sales experience, Lee brings value and personality to the stage. As an engaging speaker, he aims to teach, provoke thought, and ignite change. Whether as a keynote speaker, virtually, or in corporate training sessions, Lee delivers clear expertise and inspiration to audiences. In addition to his speaking work and authorship, Lee is the co-founder of Content Monsta, a content marketing company focused on creating multimedia assets including video, podcasts, and emerging AI technologies. Lee helps marketers drive results and the highest possible ROI from their marketing efforts.

Trusted by top brands and events for his expertise



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SUGGESTED QUESTIONS

✓ **Sales and Marketing Related:**

- How Sales managers can increase the benefits of Marketing
- Reduce stalled deals, low lead quality, unused content, and siloed KPIs
- Learn the key benefits of Sales and Marketing alignment?
- How do I help Marketing prove its value to the CEO and CFO?

✓ **Content Marketing Related:**

- Using AI + Automation to get the most out of Content Marketing
- How to Sale with Content and Help Sales members benefit
- What are the benefits of a B2B Podcast?

✓ **CASH Framework:**

- What are the 4 keys to building a unified Sales and Marketing team?
- How can businesses break down silos between Sales and Marketing?
- What systems and technologies supercharge revenue operations?

SUGGESTED TOPICS

- Sales and Marketing Alignment
- Content to Revenue Frameworks
- Using AI + Automation to Optimize Content Creation
- B2B Content Marketing
- **CASH: The 4 Keys to Better Sales, Smarter Marketing, and a Supercharged Revenue Machine**

LET'S WORK TOGETHER



Please feel free to contact me for consultation or appearances.



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