**Josh Dirks**

*CEO / Co-Founder*

Josh Dirks believes Social Media must be more strategic and scientific, rather than the nailing Jell-O to a tree approaches that is so often the norm today.

Josh’s unique perspective comes from his extensive experience in both business management and new media.

* He served in a variety of marketing leadership positions for one of the largest radio groups in the US, Entercom.
* While a partner at Pin Point Marketing, Josh led creation of a proprietary approach to web development and SEO that garnered several national awards for the agency.
* He also understands the client perspective, having establishing sales records as National Sales Manager for Door to Door Moving and Storage.

As Co-Founder and CEO of Project Bionic, Josh has pioneered and executed the “Access, Create, & Transform” process for such diverse clients as Nalgene, MidAmerican Energy, glassybaby, Amazon, Almond Roca, Taco Time NW, and many other organizations interested in activating an inspired community to support their brand.

He’s a husband, father, geek at heart and new media thought-leader who’s right on the cusp of GenX and Millennials. Josh is wise beyond his years (and his facial hair), he enjoys speaking to groups about his professional journey and how new media is impacting our daily lives.