

August 14, 2013

## **SOCIALNOMICS AUTHOR ERIK QUALMAN TO SHARE SOCIAL MEDIA SAVVY WITH SMALL BUSINESS OWNERS AT #CHASEBIS SERIES**

**NEW YORK, August 14, 2013** – [Chase](#), one of the nation’s leading banks for American small business, announced today that digital leader Erik Qualman will keynote the 2013 Chase Business Insight Seminar series (#ChaseBIS). Qualman is the bestselling author of “Socialnomics” and “Digital Leader.” Forbes recently named him to the list of [Top 50 Social Media Power Influencers](#).

“Erik’s cutting-edge insight will help thousands of Chase clients improve their social media effectiveness and grow their business,” said Scott Geller, CEO of Chase Business Banking, “Each year our clients rave about these seminars, because they deliver national expertise into the communities where they live and work.”

Starting in Indianapolis on September 5 and crossing the country through fall, Qualman will share tips and trends with thousands of Chase Business Banking clients who want to grow their business through social media. During the 23-city tour, [Chase YouTube](#) will post videos, and Qualman will host a webinar on Dec. 11 to reach additional Chase clients and prospects. Details on the videos and webinar will be shared [@ChaseNews](#) and [@ChaseSmallBiz](#).

Qualman’s presentation, “Winning Customers with Mobile and Social Marketing,” will emphasize the importance of coordinating social media and mobile strategies, as well provide tips for helping businesses tap into trends and opportunities. Watch his video preview at <http://bit.ly/meetequalman>

“I’m excited to bring actionable ideas to Chase customers all over the country - and to even more people on the virtual road through our own social outreach this fall,” Qualman said. “Helping businesses grow is a passion I share with my friends at Chase.”

The 2013 Chase Business Insight Seminars mark the 11<sup>th</sup> series of expert events Chase Business Banking has taken to markets around the country. Seminar attendance is by invitation only, although followers of [@ChaseNews](#), [@ChaseSmallBiz](#) and [@equalman](#) can get #ChaseBIS content during the series. Details about the Dec. 11 webinar will be announced via Twitter as well.

2013 #ChaseBIS cities include:

- Austin
- Chicago
- Cleveland
- Columbus
- Dallas
- Denver
- Detroit
- Grand Rapids
- Houston
- Indianapolis
- Long Island
- Los Angeles
- Miami
- Milwaukee
- New Jersey
- New York City
- Orange County
- Orlando
- Phoenix
- San Diego
- San Francisco
- Seattle
- Westchester County

The #1 SBA lender by approved units for three years running, Chase is offering limited-time lending offers on SBA and conventional loans and lines of credit now through Dec. 13, 2013. Businesses interested in using credit for expansion, working capital or to purchase equipment or real estate should contact a Chase Business Banking relationship manager or visit

[www.chase.com/business](http://www.chase.com/business).

### About Chase

Chase is the U.S. consumer and commercial banking business of JPMorgan Chase & Co. (NYSE: JPM), a leading global financial services firm with assets of \$2.4 trillion and operations in more than 60 countries. Chase serves more than 52 million consumers and small businesses through more than 5,600 bank branches, 18,700 ATMs, credit cards, mortgage offices, and online and mobile banking as well as through relationships with auto dealerships. More information about Chase is available at [www.chase.com](http://www.chase.com).

### About Erik Qualman

Erik Qualman is the author of [Socialnomics](#), which made Amazon's #1 Best Selling List for the US, Japan, UK, Canada, Portugal, Italy, China, Korea and Germany. His 2012 book [Digital Leader](#) helped him be voted the 2nd "Most Likeable Author in the World" behind Harry Potter author J.K. Rowling.

Qualman is listed as a Top 50 MBA Professor and was Head of Marketing at Travelzoo (TZOO); today he sits on several company boards. His work has been highlighted on 60 Minutes, The New York Times, WSJ, Mashable, USA Today, ABC News, Financial Times, Forbes, Fortune, CBS News, and The Huffington Post. He also holds the Guinness Book of World Records for the longest continuous podcast.

Socialnomics was a finalist for the "Book of the Year" and [socialnomics.com](http://socialnomics.com), is ranked as a Top 10 Blog (*PC Magazine*). *Fast Company* lists Professor Qualman as a Top 100 Digital Influencer. Qualman was Academic All-Big Ten in basketball at Michigan State University and in 2011 Erik was honored as the *Michigan State University Alum of the Year*. Qualman has an MBA from the McCombs School of Business. A dedicated husband and father he lives with his wife and two daughters in Boston.