As a current AMA Baltimore board member, Seth Geller has the opportunity to practice leadership skills and execute initiatives with a team of volunteers. But what really sets Geller apart is his unique ability to combine his background in sales with his fervor for marketing principles.

Born in New York City to parents in advertising and marketing, Geller soon followed suit, studying marketing at Ithaca College. Moving to Philadelphia after school, Geller started his career in life science publishing. Looking for greater opportunities, despite not knowing a single person, he landed in Baltimore in 2006 to work for a larger publishing group.

Geller stayed in B2B publishing for 12 years, working in media sales for a business magazine aimed at helping medical practitioners run their own medical practice, selling ads.

The Agency Jump

Finding himself always working in advertising but never in an agency, he made the leap to join Right Source Marketing in 2015 as their Business Development Manager. While he was still technically on the sales side, he was actually selling marketing services. For his prospective clients, he was educating and selling to them.

His Right Source coworker and former AMA Baltimore president, Dov Hoffman, introduced him to AMA. Geller was interested in an organization that could help him network and give him business opportunities. Dov encouraged Geller to volunteer. At the time, AMA Baltimore needed a VP of Sponsorship because they needed someone who was a salesperson and was familiar with events and sponsorships. Just like that, Geller became an AMA Baltimore member, volunteer, and a board member, in one fell swoop.

“If you call up ESPN and say you want an ad, they won’t ask you how much money you have, but they’ll ask you what you want to accomplish.”
While at Right Source, Geller realized he wanted to get away from the traditional world of selling marketing, and technology had always been an interest of his. One of his clients was a local IT company, DP Solutions, who was in need of additional business development support. After two years cutting his teeth in IT, Geller decided a shorter commute was needed. Today, you can find Geller as an Account Manager at Helion, another IT company. Helion provides outsourced IT, just like an agency provides outsourced marketing. Specifically, Helion outsources IT solutions for car dealerships, helping clients sell and service cars, without worrying about IT.

Geller notes that his current position is outside the field of marketing, but he believes “whether you’re selling services, solutions, or involved with marketing directly, it’s all marketing.”

**Why did he join AMA Baltimore?**

Geller says he’ll always want to be a member because he still considers himself a marketer, just on the sales side. He loves learning about what’s new and what is successful for helping organizations share their message. As Geller sees it, one of the reasons AMA Baltimore is such a valuable resource for the community is because it allows like-minded people to gather around shared opportunities. He notes that being a member has introduced him to hundreds of organizations he wouldn’t have had the opportunity to meet otherwise.

“By immersing yourself in the community, you know that you can count on your AMA family for personal and professional collaboration.”

AMA Baltimore has provided Geller with a greater depth of experience, while understanding who the major players in Baltimore are. He’s gained greater access to information like peer reviewed content around marketing and published resources from AMA global, the leader in educating and developing programming to inform and make marketers better.

What’s so important to Geller is how everything AMA Baltimore does is by means of a volunteer effort. By volunteering, it enables individuals to build stronger and more meaningful relationships with people who you may have never met before, even if you don’t have professional commonalities. The mutual connection is a love of marketing and personal development, while strengthening your circle.

Being a board member has been so rewarding for Geller because it’s afforded him the opportunity to practice leadership skills, without the fear of failure. He assembled a team of volunteers to execute initiatives, allowing him to practice and learn skills he doesn’t get to do at work. While he was originally on the board for sponsorship for two years, soon there was a need for membership help, and he became the VP of Membership.

**Join the Tribe**

One of Geller’s favorite marketing thought leaders is Seth Goden, author of Tribes. One of the things that keeps Geller involved in AMA Baltimore is that it feels like a tribe of like-minded people. “By immersing yourself in the community, you know that you can count on your AMA family for personal and professional collaboration.”

**About AMA Baltimore**

The American Marketing Association Baltimore Chapter is Maryland’s leading provider of networking, educational programming, and resources for marketing professionals. AMA Baltimore provides extensive opportunities for marketers to expand their networks, grow professionally, and learn about current industry trends. To learn more about AMA Baltimore, visit our website.

» READY TO JOIN? REGISTER TODAY.