

Speaking Bio – Greg Stine

President and CEO, Polaris, Inc. – Updated 11/1/08



Greg Stine is the CEO and President of Polaris, Inc., a full-service marketing firm specializing in the development and execution of comprehensive marketing and branding strategies. With more than 20 years of experience and expertise in marketing and business management, Stine has in recent years focused his energy on helping organizations within the construction industry, in "green-tech industries" and with companies working in B2B environments.



Since 2001, Stine has been a featured speaker at more than 45 events for audiences all around the country.

Speaking at many high-profile engagements such as JLC Live, Vistage and Lumberman's Merchandising Corporation (LMC), he has also presented to the Oregon Remodelers Association, Build It Green, West Coast Green, Green Construction 2006, the National Association of Credit Managers, the International Roofing Expo, and many more.

To compliment his speaking engagements, Stine has also developed a series of branding and marketing seminars. Often customized for the individual organization, he directly addresses the trends and events that can effect a business's reputation and bottom line.

In addition to his seminars, Stine conducts interactive workshops for CEOs, marketing directors and business owners. By addressing branding issues, marketing principles and effective sales strategies, his workshops help both emerging and established organizations implement effective marketing programs and gain sought-after exposure within their marketplaces.

Stine is also a published writer with his work appearing in such diverse publications as Northwest Entrepreneur Network, Journal of Light Construction, Building Materials Digest, Qualified Remodeler, Oregon Business Journal, Merchant Magazine, Building Products Digest and other publications. He has also been a featured expert by such media outlets as The New York Times, The Associated Press and the Oregon Business Journal.

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