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May 21st 2013: Communication and Grassroots Marketing

Anyone who has ever promoted a product, service, or business knows how difficult communicating to potential consumers through marketing efforts can be. Our guest this week, Steve Thomas, the General Manager for Uber Phoenix shares with us this successful company's grassroots efforts. We'll also talk about Steve's roles as an entrepreneur, and he shares with us lessons he's learned from failure, and how he turned them into success. For anyone who owns a business, is starting a business or who is thinking of trying entrepreneurship on for size, this is a show you don't want to miss.

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Featured Guest



Steve Thomas

Steve Thomas, General Manager for Uber Phoenix UBER is an international technology company that connects local riders and private drivers in real-time via a mobile app. UBER was founded in San Francisco in 2010 and it's on-demand technology has taken the world by storm, attracting millions of riders in 35+ cities across the world.

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