

Dr. James Moss



Dr. James Moss has been described as “a visionary thinker with a rare intellect”. James coaches leaders of organizations on marketing strategies that result in more sales and higher profitability.

His company uses applied Psychology and research (Neuromarketing) to New Media Marketing and Mobile Advertising solutions that produce sales through ads and promotions. Their digital/ mobile media and video content marketing solution uses a sophisticated yet simple strategy of Interrupt, Engage, Educate and Offer that has proven to be the most effective in converting suspects to prospects and winning sales.

The Former Chairman of the US Global Marketing Alliance, James has also worked for George S. May as marketing consultant and business growth expert. His time with the May company gave him valuable insights into marketing and strategy that he still employs today. James speaks to business owners, youth and municipalities and works with his Team to create and implement outreach programs to facilitate municipal business growth and enable youth development.

James holds a Doctorate in Advanced Information Technology and Business Management from Robert Kennedy College. He is currently teaching marketing courses and providing career-oriented training for college and high school students.

An avid learner James holds many degrees from various universities such as Harvard University, Massachusetts Institute of Technology (MIT), Mercer University, Florida State University, Baylor University, Florida College of Medicine, and the US Air Force. His vast education and expertise in the medical field allows James to understand how the mind works and how it will react to stimuli. His company then uses this information to produce the most effective marketing pieces possible.

James has been consulting with small to medium sized businesses on marketing and business growth since 1988. James founded and developed a New Media digital Marketing/Mobile promotion system that is based on Neuromarketing. James has built a vast network of marketing professionals and service providers throughout the United States, Canada, Mexico and parts of Europe and South America that he collaborates with in order to bring his clients best-of-breed solutions. AI SmartNet cloud solutions provide digital content and advertising to display devices (Billboards, placed based displays and mobile) over the internet.

One of the key things that separates James from other people in his field is that James has an extensive background in software application development. This allows James to blend his knowledge of how the brain works with marketing, strategy, and software in order to create the ultimate marketing solution for his clients. His clients rave about his customer service, follow through, and the value they receive from James.

An Certified Marketing Strategist, James was invited to join a select group of the world’s leading experts to co-write the recently published CelebrityPress book titled, *Change Agents: The World's Leading Experts Reveal Their Secrets for Successfully Changing the Status Quo to Help Their Clients Lead Better Lives and Run Better Businesses.*