

# Glenn Sosa

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Business Leader \* Entrepreneur \* Author \* Consumer Advocate

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*“There are many books written to help people learn how to sell, but what about the consumer? My goal is to help people make smart purchases without falling into the psychological traps that most marketing companies use.”*

**- Glenn Sosa**



Glenn Sosa resides in Sarasota, Florida with his wife of 24 years and their two children. Mr. Sosa spent 14 years working in Marketing and Information Systems for ExxonMobil Corporation and 11 years leading sales for a business he founded in Florida.

Mr. Sosa earned an MS in Management from the Massachusetts Institute of Technology and a BS in Quantitative Business Analysis and Computer Science from Louisiana State University. ***SOLD: Don't Go Poor and Miserable Being Sold Happiness*** is his debut effort in the world of publishing. Notable business and educational accomplishments of Mr. Sosa include:

- Author of ***SOLD: Don't Go Poor and Miserable Being Sold Happiness***.
- Speaker on how consumers can navigate marketing techniques.
- Speaker at the 2010 Diocese of Venice Social Justice Conference. Workshop titled: “The Unjust Trap of Wants and Needs.”
- Winner 2010 Bishop’s Award, Diocese of Venice (Florida)
- Founder of BlueMar, Inc., Florida’s premiere distributorship of car, truck, and pet wash systems. A scalable, paperless, lean, and virtual company that has grown sales from zero to over \$1M+.
- Led ExxonMobil's post-merger restructuring of Marketing Operations in South and Central America where he developed “Best Practice” processes and managed a matrix organization located in several countries speaking different languages.

- Managed ExxonMobil Corporation's operations in Jamaica including \$100M in sales and 750+ dealer employees. This involved Retail, Industrial, Wholesale, Lubricant, and Aviation sales; Fleet, Terminal, and Supply Operations; Marketing, Accounting, IS, HR and Admin staff.
- Managed a 320-employee, \$100M+ sales organization that ran Exxon's company operated retail business in Northern Virginia., growing sales by 20% each year.

### **Speaking and Instruction**

Glenn Sosa is available to speak with the media about a variety of consumer awareness, financial, and marketing topics.

Gratis copies of his book are available, in print or e-book form, to qualified members of the press.

### **Media Contact:**

Glenn Sosa can be reached for comment at: [glsosa@blackburnpointpress.com](mailto:glsosa@blackburnpointpress.com)

Read excerpts from Glenn's books at Amazon.com – links available at [www.dontgopoor.com](http://www.dontgopoor.com).