

Franklin D. Rivera II

Founder and CEO of the V2M2 Group, Inc.



Franklin Rivera is the Founder and CEO of the V2M2 Group, Inc., a full-service digital marketing agency. The V2M2 Group helps small to medium-sized businesses worldwide develop and implement data-driven comprehensive digital marketing strategies with a focus on measurable revenue results.

Franklin is a West Point graduate, Gulf War Veteran, and former Army Captain. After leaving the military, Franklin worked with major pharmaceutical companies such as Novartis, GlaxoSmithkline and Johnson and Johnson, successfully launched over 15 products with those companies and was consistently in the top 10% of business area managers nationwide.

According to online influencer measurement tools Klout, Klear, Kred, and the LinkedIn social selling index, Franklin ranked in the top 11% of social media users worldwide, was listed in the top 10% of all Twitter accounts worldwide for the most senior management connections, and in the top 10th percent of social media influencers worldwide as well as the top 1% of his peers and connections according to LinkedIn's social selling index.

Franklin has served as an Adjunct Professor of Marketing at Aurora University for 3 years, has served as a Marketing Director on the 360 Youth Services Board, and is currently serving on the Advisory Board for Rasmussen University as well as on the Executive Board for the Boy Scouts of America, Three Fires Council.

Additionally, Franklin regularly delivers webinars and talks on subjects such as Marketing Automation, Understanding Digital Marketing analytics, Establishing your Social Media Personal Brand, Video Marketing and How to Market Your Business for less than \$500/month.

Franklin has a beautiful wife of 16 years, two awesome boys, and a Gecko.
