

Bio Short

Becca Booth
Founder and Brand Warrior, Trout Marketing

Becca is a marketing and sales nerd. She really can't stop learning and loves to share the info with everyone she meets. Drawn to the marketing field after growing up the daughter of a radio station owner who was constantly talking about advertising, she has been actively helping companies grow for over 15 years. After constantly having people ask her, "how do I..??" she knew it was time to develop training programs that could provide support for all sizes of companies. From those initial training programs, Becca has develop a variety of speaking topics based around current marketing and motivational topics. Becca is also the founder of Trout Marketing, a full-service marketing firm based out of Lawrence, KS. She enjoys sharing her passion for marketing, sales and culture branding in unique, humorous and insightful keynote speeches and seminars.

Bio Long

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Becca received her MBA from Baker University and her undergraduate from the University of Kansas. She is native of Lawrence, Kansas (go Jayhawks!) and is the founder of Trout Marketing, a full-service marketing firm. She enjoys sharing her passion for marketing, sales and culture branding in unique, humorous and insightful keynote speeches and seminars.

Becca is married and has a daughter and son along with a couple of dogs and a fish. In addition to her role at Trout Marketing, Becca is very involved in her community serving on a variety of Boards and committees for non-profit organizations. In her "spare" time, she loves to read and watch her kids participate in a bunch of activities!