

A conventional start at an exceptional advertising agency put in motion a series of events that have positioned Tom Daly to quietly shape the industries he's been involved with and in the process, impact billions of people and millions of businesses on a global basis.

Experienced in the boiler rooms and bridges of some of the world's best-known brands (UPS, ING, and Coca-Cola), Tom's creativity, insight, and leadership have combined to produce a track record of turning big ships in small spaces toward a digital future.

This work has earned him global recognition:

- Mobile Hall of Fame, Mobile Marketer
- Two-time Top 10 Adweek 50 Most Influential Buyers, Sellers and Marketers
- Mobility All-Star, Atlanta
- 30 Most Creative People in Mobile Advertising, Business Insider
- OMMA Online All Stars, Media Post
- 50 Most Important People in Mobile Content, Mobile Entertainment
- Digital Media Master, AdAge

Today, through Relevant Ventures, he is steering his clients through the four perilous currents of today's tumultuous marketing environment:

1. Ensuring internal resources can compete and win today;
2. Extract clear and consistent value from external resources;
3. Earning a return on marketing investments;
4. Innovating to compete in the world to come.

With great pride and enthusiasm, he serves as an advisor to The Ann Johnson Institute for Science, Technology, and Society at The University of South Carolina as well as the marketing department at the University of North Georgia. He's also contributed to the newly published "The Little Trailblazers", a children's book featuring twenty-one inspirational original stories for children, from twenty one internet pioneers, visualized by twenty one modern illustrators.

He lives in Atlanta with his wife and four children who have endured his extensive international travel and inspired occasional tweets as either @TravelingParent or @RelevantVntrs.