



## Jason Lancaster of Spork Marketing *Simple, efficient, and effective marketing*



Jason Lancaster's resume and experience - he's an engineering school graduate with an accomplished sales and marketing background - is anything but typical. Before starting Spork Marketing, Jason worked for MediaBreakaway, a Denver-based Internet marketing firm. While working at MediaBreakaway, Jason gained enough knowledge and expertise in Internet marketing and web development to successfully start his own Internet marketing company, MLHJL LTD, in January 2007. MLHJL LTD has since become Spork Marketing.

Prior to his career in Internet marketing, Jason spent nine years working for Stevinson Automotive, a Denver auto dealer group. Jason's career in auto sales began while he was attending the Colorado School of Mines in Golden, Colorado. Working as a part-time sales consultant during the school year and full-time during the summer, Jason paid most of his way through college. Upon graduating from the School of Mines with a degree in Civil Engineering, Jason accepted a position as a finance manager at Stevinson's Golden Ford. After about a year, Jason became a sales manager and spent the remainder of his career in the car business managing and training a sales force, developing marketing strategies, and ensuring the success of his employer.

Jason often likens his career in the auto industry to "the business school of hard knocks." The auto industry as a whole struggled nearly the entire time Jason worked in auto dealerships, producing a fierce business environment. This intense competition amid a shrinking marketplace left little margin for error, and it was in these circumstances that Jason learned about the importance of simple, efficient, and effective marketing.

Jason's experience in the auto industry also taught him the importance of managing costs. Accordingly, one of Jason's core beliefs is that he won't work with a client unless he knows he can make a difference. Simply "throwing money against the wall" is unacceptable.

Jason Lancaster is also an avid basketball fan and player (although admittedly not very good), an occasional mountain bike rider, and a bit of a work-a-holic. Based in Denver, Colorado, Jason and his beautiful wife, Sara, are currently working and traveling abroad.