

TOM Kulzer

 AWeber



Founder & CEO, AWeber

Tom Kulzer is the founder and Chief Executive Officer at AWeber, the leading email marketing and automation platform for small businesses, where he is actively involved in the company's strategic direction, growth and evolution. Over the company's 24-year history, Tom has nurtured AWeber from a small start-up to a robust organization, that has enabled over 1 million customers to grow their businesses, all without public or venture funding.

Tom laid the foundation for AWeber while working at a computer hardware firm in the mid-1990s, where he realized sales prospects were falling through the cracks due to lack of proper follow up. By automating the delivery of personalized follow up emails to prospects, company-wide sales skyrocketed, and sales associates had additional time to spend pursuing new prospects

Suggested Interview Topics

- Tips for entrepreneurs: The story of how I founded & grew a successful SaaS business
- How marketers should prepare for a paradigm shift in email marketing
- Why you should remove "blast" from your email vocabulary
- The 3 pillars of email marketing: Deliverability, automation & education
- Adrenaline-junkie CEO shares how he's shifted gears for 20+ years
- How to build a high quality email list
- How to get your email newsletter to convert better
- Copywriting tips and tricks for email

- How to understand your email marketing metrics (and what to do with them)
- How to never get stuck on what to put in your emails
- Practical personalization in email marketing

Suggested Interview Questions

- What is one of the biggest mistakes you see beginners make in email marketing?
- How will email marketing change in the future?
- What's one piece of advice you would give to your younger self?