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Jay has been involved in technology marketing for over 20 years. As the CEO of Creative Source International, he led the company to national and international acclaim, eventually earning the #1 technology agency in Promo Magazine's Top 100 list. Jay is currently the President/CEO of Stratus Global Partners, a leading technology product marketing firm with clients in North America, Europe and the Middle East. His experience encompasses virtually every marketing discipline, including strategic planning, market and sales development, product marketing, channel marketing, marketing communications and promotion. Jay has developed national and worldwide programs and defined marketing best practices for a diverse group of technology companies, including Hewlett-Packard, IBM, Microsoft, Fujitsu-Siemens Computers, Iomega, and Compaq. He is also a published author and columnist, and an internationally recognized expert and public speaker on tech product launches. Jay has also worked extensively in the food and packaged goods industries with companies such as Clorox, J.R. Simplot, Golden Grain, Dole and Ekco Housewares. In addition to Stratus, Jay is an adjunct professor of Marketing at Boise State University and Advisor for the BSU National Student Advertising Competition (NSAC) team