

Mikal E. Belicove

Bio

Mikal E. Belicove is an [Entrepreneur](#) magazine columnist, contributing writer & blogger, and a management consultant specializing in the creation and execution of business-aligned communication strategies.

Mikal helps businesses, CEOs, high-profile personalities, and others define, leverage and manage their brands through a unique combination of methods, including content development and content marketing. As a result, his clients receive thoughtful strategic representation and management in the areas of branding, lead generation, reputation management, and on- and offline positioning and marketing. Ultimately, his methods and work have been proven to lead to increased market share, status and trust for the individuals and businesses with whom Mikal chooses to advise.

Previously, Mikal launched and sold a Boulder, Colo.-based Internet start-up; worked in acquisitions for Pearson plc (NYSE: PSO) and John Wiley & Sons, Inc. (NYSE: JW.A); and served in a variety of staff roles at the Association for Experiential Education and was the first executive director of the Adventure Travel Trade Association. Penguin Group USA will publish the latest edition of Mikal's most recent book, [The Complete Idiot's Guide to Facebook](#), in the fall of 2012.

In addition to writing for *Entrepreneur* magazine, Mikal writes the "Business Blueprints" column for *Action, Outdoor & Bike Magazine*, and his writing has been featured and cited by a number of on- and offline publications, including *The New York Times*, *Wall Street Journal*, *Forbes.com*, *CNBC.com*, *U.S. World & News Report*, *American Express OPEN*, *TheStreet.com*, *The Globe and Mail*, *PC World*, and *Yahoo! Finance*.

In 2012, Mikal received an Honorary Doctorate from his alma mater, Keystone College.

When he's not working, Mikal can be found dreaming about training for half-marathons while trail running and enjoying life with family and friends in Laguna Beach, California.

For more information, visit www.MikalBelicove.com.