



# NATHAN LATKA

**Nathan Latka** (@NathanLatka) is the Founder and CEO of Heyo. After selling \$70k worth of Facebook campaigns from his dorm room, he dropped out of college and has since raised over \$2.5m from a Forbes Billionaire while supporting over 250,000 small business owners as they look to capture emails and drive sales from Facebook.

Nathan is a frequent contributor on Inside Facebook, All Facebook, and Social Media Today. His content is taught in the best-selling book, Facebook Marketing for Dummies. He is an expert in Facebook marketing, social analytics and social selling. Nathan doesn't care about big business and is focused on supporting 500,000 small business owners and entrepreneurs by 2017.



*"Nathan is an exquisite orator. I was surprised at how well he stayed on task and made sure to include the TV audience in the discussions. Plus, his energy was contagious. One can't be bored in his presence."*  
- Ahna Hendrix, Social Media Strategist



*"I had Nathan as a Keynote at Sail To Your Success in between Chris Brogan and John Jantsch and the audience loved his content and energy. Nathan's presentation had a heavy lean toward data, had zero promotion about Heyo, and gave my audience actionable tips they could use over and over to success on Facebook. Nathan is the first speaker I asked back for my conference next year and I highly recommend him!"*  
- Sue B. Zimmerman, Instagram Expert

FEATURED IN:

THE WALL STREET JOURNAL.

YAHOO!  
Finance

AllFacebook

jeffbullas.com

USA TODAY

The Washington Post

SocialMedia  
Examiner

Inside Facebook

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