



DJ Sprague

Duane “DJ” Sprague is an international best-selling author, keynote speaker, and podcaster who has worked with leading brands, including Kodak, Toyota, Hyundai, JD Power, and professional sports teams in the NBA, NASCAR, and MLS.

With over 35 years of experience in online and offline Marketing, advertising, and PR, he helps online brands compound their growth by implementing proven online reputation management, marketing, and behavioral science principles that improve paid and organic search results, traffic, conversions, and revenue up to 7.5x.

DJ is also the **co-author of “Reputation King: How to Become the Most Trusted Online Brand in Your Industry”, “The Influence Advantage”** and several college course books, and the CMO of Shopper Approved, the world's first Diamond Cialdini Certified Agency.

DJ has a Master’s degree in Integrated Marketing Communications and is the 1st Place Gold Award recipient of the international ECHO Marketing Edge Challenge. He holds 71 professional certifications, including **Behavioral Science, E-commerce Marketing, SEO, and Conversion Optimization**.

DJ loves to read, hike, and travel abroad with his family.

Areas of Expertise

- Advanced Marketing Strategies
- Reputation Management
- Rating & Review Strategies
- AI-Enhanced SEO Strategies
- CRO Strategies

Free Gift for Your Audience



Each listener will receive a **free digital and streaming audio copy of Reputation King** to help them learn how to improve and leverage their online reputation.

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