

TODD HARFF, President

Todd Harff brings a unique and powerful perspective to help clients achieve tremendous results. He combines market insight, creative solutions, pragmatic business knowledge, and exceptional project management to produce actionable and profitable marketing solutions.

In addition to his work with clients, Todd is a respected writer and featured speaker about marketing to the affluent adult. He is a frequent contributor to industry publications. Todd has addressed regional and national conferences on a variety of topics related to marketing, advertising, and public relations.

Todd's expertise in 40+ and affluent marketing has led to a leadership role in creating a new global organization dedicated to this segment, the International Mature Marketing Network.

As the President of [Creating Results](#), Todd leads a talented and experienced creative team that excels at helping clients develop and implement comprehensive marketing programs. [Creating Results](#) traces its record of success to its commitment to invest considerable time and energy in seeking understanding before providing advice. The resulting insight leads to highly efficient and effective marketing programs.

Their clients have received numerous national and regional awards and recognition in national consumer publications.

Prior to becoming the President of [Creating Results](#) in 1996, Mr. Harff gained valuable experience developing and implementing marketing strategies as a senior manager at a number of companies. Most recently, he was the Director of Sales and Marketing for the A.G. Van Metre Companies. Earlier in his career, he was the Director of Sales and Marketing for a division of Ryland Homes. Mr. Harff has also worked in London's financial district for Marsh & McLennan. He started his career racing and captaining private yachts.

Mr. Harff holds a B.A. degree from Colgate University and graduated cum laude. He has studied at the University of London and earned an MBA at Georgetown University. There he specialized in business and marketing strategy and graduated with highest honors.