

THE SMALL BUSINESS EDGE



**SMALL
BUSINESS EDGE**

Brian Moran
& Associates

Portfolio & Profile

BUSINESS

About Small Business Edge

Small Business Edge provides advice and insights to guide small business owners and startup businesses in uncertain times.

Whether it is about cash flow, remote working, credit, bankruptcy, employees, getting a loan, or dealing with stress and time management issues.

Ask The Experts!



The Small Business Edge Panel of Experts

The Small Business Edge Panel of Experts are industry thought leaders and influencers sharing their insights on key and trending topics within the small-to-midsize business space.

Expert Blogger



TOP 75 SMALL BUSINESS BLOGS



Brian Moran

Head of SMB Experts

CEO, Brian Moran & Associates

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Brian Moran is the CEO of Brian Moran & Associates, a New Jersey-based consulting firm, dedicated to helping SMBs and entrepreneurs run better businesses.

Previously, he worked as an Executive Director of Sales Development at the Wall Street Journal, Associate Publisher at Inc. Magazine, and a Publisher at Entrepreneur. Brian has also managed two content companies, Veracle Media and Moran Media Group, which focused on helping entrepreneurs manage and grow their companies.

He currently leads SMB Experts, an Oracle-sponsored panel comprised of today's SMB thought leaders. He also sits on the board for a number of entrepreneurial organizations, including The Small Business & Entrepreneurship Council, United Athletes Foundation, and SCORE's National Marketing Council.

Contact Brian Today!
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Brian Moran

Latest Work | Blog Postings



Digital Transformation

According to Chris Germann, an increasing number of SMBs are exploring the use of digital technologies to grow their business, extend their reach into new market segments, and effectively compete with larger enterprises. They are also investing in small innovation projects to improve productivity. Many Oracle SMB customers are picking one digital technology to acquire competency, then expand from there. For more information on how digital transformation is impacting SMB growth, check out this short clip of Chris from a video interview Oracle OpenWorld.

Expert Advice for Medium and Midsize Businesses

- ◆ How Technology is Disrupting Everything
- ◆ Make the Holidays Brighter for Your SMB
- ◆ 5 Questions for Growing Businesses as We Enter 2018
- ◆ Want Success? Learn to Manage Your Time Better
- ◆ How Tech is Empowering Businesses to Create Exceptional Customer Experiences
- ◆ A Necessary Checklist for Finding and Fixing Your Weakest Link
- ◆ 6 Ways to Say Thank You This Holiday Season

The State of the SMB Market

At this year's Oracle OpenWorld in San Francisco, I had the honor of moderating a panel discussion, The State of SMB: Biggest Influencers and Opportunities. Our panel of experts included Karen Kerrigan, President and CEO of the Small Business & Entrepreneurship Council; Justin Shriber, Vice President of Marketing for LinkedIn Sales & Marketing Solutions; and Chris Germann, Vice President of Cloud Applications Strategy at Oracle.

The panel addressed the key business concerns for small-to-medium businesses (SMBs), including digital transformation, finding and retaining talent, and what's happening in Washington, DC regarding SMB policies and regulations.

Today's Talent Landscape

When it comes to talent in the workforce, Justin Shriber believes the gaps and surpluses for employees in specific industries all depend on where you do business. Within the healthcare, education, retail, and technology industries, there are considerable gaps in many major U.S. cities.