



# Cory Roletto, MBA

## CEO & Co-Founder

Accomplished leader and innovative executive with over 15 years of experience in the dental marketing industry. As the CEO and Co-founder of WEO Media, he has demonstrated a profound ability to drive business growth, manage high-performing teams, and develop innovative marketing strategies with an analytic mindset. Cory's extensive background in business development, competitive marketing, and operations management has positioned him as a thought leader and sought-after speaker in the dental marketing sector.

## Contact

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## Education

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**University of Washington**  
Michael G. Foster School of Business - MBA, 2003

**University of Washington**  
Bachelor of Science,  
Chemical Engineering, 1997

## Community Involvement

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**NW Kidney Kids**  
Executive Board Member and  
Vice President, 2013-Present

Amazing charitable organization offering education, hope, and support to children with chronic kidney disease and their families.

## Professional Experience

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### **WEO Media**

CEO & Co-founder • 2009-Present

- Founded and developed WEO Media into a leading, full-service marketing agency, serving over 1,000 dental practices nationwide with a team of 50 employees.
- Developed and implemented innovative digital marketing strategies, resulting in a 95% client retention rate year over year.
- Led the company to achieve The Best of Class Technology Award for websites and online marketing 4 times.
- Established WEO Media as a certified agency for Google, Meta and Healthgrades in the dental industry.
- Personally hired and trained high-performing teams to deliver exceptional results in SEO, PPC, social media, video marketing, and more.
- Continuously expanded innovative service offerings to meet the evolving needs of dental practices in the digital landscape.

### **2Market Consulting, Inc**

President and Co-founder • 2006-2009

- Entrepreneurial venture creating a successful marketing consulting firm.
- Attracted 27 client companies in various industries.
- Implemented sales and marketing growth strategies to secure the success of each client.

### **Intel Corporation**

Marketing Manager and Technical Marketing Lead • 2001-2006

- Sales team training, competitive marketing strategy with direct revenue impact of over \$100M.
- Direct and Indirect team management.
- Recognized with 12 divisional or higher-level awards.

## Passions

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Baseball  
Home Brewing  
Fishing  
Charity

## **Intel Corporation (cont.)**

Engineer and Engineering Lead • 1997-2001

- Process development expertise in Lithography, CVD, and Planarization.
- Managing 14 direct reports.

## Areas of Expertise

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As the CEO and Co-Founder of WEO Media, Cory Roletto brings a wealth of strategic marketing expertise and leadership experience to the dental industry. His visionary approach and deep understanding of the unique challenges faced by dental practices have positioned him as a thought leader and innovator in the field. Cory's key areas of expertise include:

- Developing and implementing innovative marketing strategies that revolutionize the way dental practices attract, engage, and retain patients.
- Driving the evolution of dental marketing by continuously identifying and capitalizing on emerging trends, technologies, and best practices.
- Building and leading a world-class team of marketing professionals who consistently deliver unparalleled results for WEO Media's clients.
- Development of strategic partnerships with industry leaders and influencers to expand WEO Media's reach and provide cutting-edge solutions to dental practices.
- Spearheading the development of proprietary marketing tools and methodologies that give WEO Media's clients a significant competitive advantage.
- Guiding dental practices through the complex digital landscape, helping them navigate challenges and seize opportunities for growth.

## Speaking Engagements

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- Lecturing at more than 20 events in 2024 including numerous dental conferences, study clubs, societies, and symposiums nationwide.
- As the lead lecturer for WEO Media sharing groundbreaking insights and strategies that are shaping the future of dental marketing.
- Consistently recognized in Google reviews with a reputation for breaking down complex marketing concepts into easily digestible information for audiences.
- Delivered engaging webinars and educational videos on various online marketing topics tailored to accelerating practice growth and new patient attraction strategies.