



Graduate School of Banking

at the University of Wisconsin – Madison



ERIC COOK

Digital Strategist, WSI Digital Marketing
Founder & Chief Mentor, TheLinkedBanker.com
Houghton Lake, MI

A 2003 GSB graduate, Eric Cook considers himself a “recovering banker,” spending 15 years as a community banker before making the shift to a digital strategist in 2007. An award-winning web designer with **WSI**, the world’s largest digital agency network, he’s a three-time contributing author of the best-selling book ***Digital Minds: A Strategic Approach to Connecting and Engaging with Your Customers Online*** and recently launched an online mentoring community exclusively for banking professionals called ***TheLinkedBanker.com***.

Eric routinely works with community banks around the country helping to develop their digital strategy, embrace social media engagement, and helping to enhance their overall online presence. As a faculty member at GSB and several other banking schools around the nation, he’s a highly-rated conference speaker and loves educating community bankers to help lead the digital charge to better connect and engage in the 21st century. You can learn more about Eric online at either www.PoweredByWSI.com or www.TheLinkedBanker.com.