

John Bradley Jackson is Director of the Center for Entrepreneurship at California State University, Fullerton. At CSUF Jackson is a Lecturer on Entrepreneurial Marketing, New Venture Creation, Marketing Strategy, and Professional Selling. Known affectionately as "Professor JJ", Jackson brings practical marketing and sales knowledge to the classroom from both Silicon Valley and Wall Street.

Jackson's career began in high technology sales in the semiconductor industry at Signetics Inc., but he soon moved to high technology market research with Dataquest Incorporated. At Dataquest, he served as Vice President for nearly ten years and held a variety of roles in sales, marketing, and research. Later, he joined Bowne and Company, the world's largest financial printer, and served as Senior Vice President responsible for sales, marketing, and operations. Jackson also was Sales Director at Forrester Research Inc., an Information Technology advisory firm.

As an entrepreneur, Jackson founded The BirdDog Group, a marketing and sales consulting firm that specializes in helping small and medium sized businesses with marketing and sales strategy. In particular, he is an expert in web-based marketing including web development and search engine optimization.

In February 2007, Jackson wrote the book "First, Best, or Different: What Every Entrepreneur Needs to Know About Niche Marketing;" the book demystified the sometimes overly complex art of niche marketing and has received rave reviews for its easy-to-read style and common sense approach. His second book is called "Déjà New Marketing" and is due to be published in early 2010.

Jackson is very active in the Los Angeles philanthropic community having served on numerous boards including The Los Angeles Sports Council, The Southern California Committee for the Olympic Games, The Los Angeles Triathlon, and Junior Achievement of Southern California.