

Digital Transformation *that actually works.*

Helping businesses harness technology to grow smarter, not harder. 25+ years in the trenches. 300+ businesses transformed.

25+

YEARS
BUILDING

300+

BUSINESSES

94%

RETENTION

3×

VENTURES



FOUNDER · HEARD MARKETING

• FOUNDER · TOPSPIN DIGITAL •

FOUNDER · BIRDIE ENGINE

ABOUT

Evan Dechtman is a digital transformation expert, keynote speaker, and entrepreneur who helps businesses use technology to grow, not get buried by it.

As the founder of **HEARD Marketing**, **TopSpin Digital**, and **Birdie Engine**, Evan has guided 300+ small businesses through digital transformation, developing practical AI and automation strategies that deliver real results without the buzzwords.

His journey from passionate musician and theater renovator to digital strategist gives him a unique perspective on entrepreneurship and innovation. Evan speaks with authenticity, drawing from real experiences of both success and struggle, leaving audiences with actionable frameworks, proven systems, and the inspiration to transform their businesses for the digital age.

EXPERIENCE

1998 to Now

Founder & President

HEARD Digital Marketing · Denver, CO

Grew agency from startup to 200+ active clients. Built and led team of 15+ digital marketing specialists. Achieved 94% client retention across a 5-year period.

2012 to 2019

Owner & Principal

BlueTreeApps · Denver, CO

Founded a mobile app development company serving schools and districts, building apps for communication and transactions.

1993 to 2000

Owner & Developer

The Bluebird Theater · Denver, CO

Bought and renovated the historic Bluebird Theater on East Colfax Ave, now one of Denver's iconic live music venues.

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Evan Dechtman is a digital transformation speaker, entrepreneur, musician, and theater renovator with over 25 years helping 300+ businesses through the uncertainty of what comes next. In practice, he has a down-to-earth voice on strategy and automation.

SIGNATURE TALKS

01 AI for Small Business

Practical strategies for implementing AI without the hype.

02 Digital Transformation That Works

Frameworks that have helped 300+ businesses modernize.

03 Smart Systems for Scale

Operator's playbook for automation and scalable growth.

04 Google Ads vs. Meta Ads

When to use which (and when to use both). A practical framework for spending ad dollars where they actually convert.

EXPERTISE

AI & Automation

Digital Strategy

Marketing Automation

Lead Gen

SEO

Google Ads

Meta Ads

Reputation Management

CMO

EDUCATION

University of Colorado, Boulder

1989 to 1991

Bachelor of Arts

Tel Aviv University

1990

Study abroad

AUDIENCES

Event organizers, entrepreneur groups, small-business conferences, agency summits, and executive teams.