



Jason Falls is one of the most widely read and respected voices in the digital marketing and social media industries. His digital strategies have touched a number of the world's most iconic brands including GE Appliances, AT&T, Valvoline, Buffalo Trace, Humana, Rawlings, Maker's Mark, Tempur-Pedic, Fireball Whisky, Trident and more. Falls leads digital and social strategy for Cornett, a full-service ad agency in Lexington, Ky. He loves the kick-ass state of Kentucky, sports and bourbon.

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