



Speakers

Cliff Atkinson, Author, *Beyond the Bullet Points* and *The Backchannel*



Cliff Atkinson is an acclaimed writer, popular keynote speaker, and an independent consultant to leading attorneys and Fortune 500 companies. He designed the presentations that helped persuade a jury to award a \$253 million verdict to the plaintiff in the nation's first Vioxx trial in 2005, which *Fortune* magazine called "frighteningly powerful."

Cliff's bestselling book *Beyond Bullet Points* (Microsoft Press, 2007) was named a Best Book of 2007 by the editors of Amazon.com, and it expands on a communications approach he has taught at many of the country's top law firms, government agencies, business schools and corporations, including Sony, Toyota, Nestlé, Nokia, Nationwide, Deloitte, Amgen, Bristol-Myers Squibb, Intel, Microsoft and the United Nations International Criminal Tribunal.

Cliff's latest book is *The Backchannel: How Audiences are Using Twitter and Social Media and Changing Presentations Forever* (New Riders, 2009).

James Clark, Co-Founder, Room 214



James is a social media evangelist dedicated to ensuring that each customer and partner of Room 214 is thrilled with the expectations, responsiveness, execution and success of marketing integration efforts. He plays a lead role in helping clients rapidly examine and radically improve their online community and social media tactics. James leverages over a decade of public relations experience to devise market-leading positions and big-picture strategies.

As a previous high tech public relations agency owner, with deep experience in messaging, branding, product launches. James took his years of experience in PR and shifted his focus over five years ago to social media applications to help clients drive sales, awareness and brand recognition.

James leads the social media efforts for companies that include: Qwest, Travel Channel, Microsoft and SmartyPig, in addition to authoring several papers including *The Seven Deadly Sins of Social Media*.

Bob Duffy, Senior Social Media Strategist, Software Community Evangelist, Intel Corporation

Bob Duffy is one of the social marketing pioneers at Intel having launched Intel's first corporate marketing community, and is co-author / collaborator on Intel's external social media guidelines & policies. Bob is a former VP of Technical Services for Onsite Broadband and Phatpipe Broadband during the dotcom era. Bob joined Intel in 2005 managing their online small business strategies. In 2006 Bob established a community marketing strategy for Intel and then later managed the global external social media strategy for intel.com, from 2007 to 2009. Bob is currently a Community Evangelist for Intel's Software Solutions Group, focused on evangelizing Intel's new AppUp Center to software vendors and developers.

Dave Evans, Author, *Social Media Marketing: An Hour a Day*; co-founder, Digital Voodoo



If I couldn't interrupt you, how would I reach you?" That's the question Dave starts with as a social media strategist focused on marketing and the impact of the Social Web on businesses. Dave currently serves with India's 2020Social, based in New Delhi, and Austin's Social Web Strategies.

Dave is the author of "[Social Media Marketing: An Hour a Day](#)," a practical, hands-on guide to the implementation and measurement of social media as part of an integrated marketing program. Dave has extensive advertising experience, having worked with GSD&M and its clients including Southwest Airlines, AARP, Wal-Mart, PGA TOUR, Dial, and Chili's as a strategy director for integrated communications.

Dave co-founded [Digital Voodoo](#) in 1994. Digital Voodoo provides strategic marketing services for clients wanting to tap the power of the social Web. In 2005, he co-founded [HearThis.com](#), a podcasting service firm focused on social media and marketing. Dave holds a BS in physics and mathematics from the State University of New York/College at Brockport and has served on the Advisory Board with ad:tech and the Measurement and Metrics Council with WOMMA.

Brian Halligan, Author, *Inbound Marketing*; CEO & Founder, HubSpot



Prior to starting HubSpot, Brian worked as a venture partner at Longworth Ventures where he worked with many small businesses helping them build scalable sales and marketing machines. Brian spent 4 years at Groove Networks where he joined pre-revenue as VP of Sales and grew the business to a \$20m annual rate until being acquired by Microsoft. Prior to Groove Networks, Brian worked at Parametric Technology Corporation where he worked in a variety of sales, marketing, and channels functions for over a decade. Brian's most interesting role at PTC was in starting the Pacific Rim organization while living in Hong Kong in 1993. Five years later, Brian was SVP of the Pacific Rim for PTC where he built an \$80 million business and had 200 employees.

Brian coined the term inbound marketing and is author of a book entitled *Inbound Marketing: Get Found Using Google, Blogs, and Social Media* published by Wiley in October of 2009. Brian holds a BSEE from the UVM and an MBA from MIT's Sloan School of Management. Brian is an EIR at MIT's Entrepreneurship Center and serves on the board of directors of HOPE and MITX.

Joseph Jaffe, Author, *Flip the Funnel*; Chief Interrupter, Powered



One of the most sought-after consultants, speakers and thought leaders on new marketing, **Joseph Jaffe** is Chief Interrupter of Powered, a full-service social media agency that plans, builds and activates measurable and enduring experiences between brands, their customers and their online communities.

Prior to Powered, Jaffe was President & Chief Interrupter, crayon. Prior launching crayon, Joseph ran jaffe, LLC, where he worked with companies including P&G, The Coca-Cola Company, Dunkin' Brands, TiVo, Motorola and Fox Interactive Media. Before that, Joseph was Director of Interactive Media at TBWA/Chiat/Day and OMD USA, where he worked on Kmart, ABSOLUT Vodka, Embassy Suites and Samsonite.

He is the author of the new book *FLIP THE FUNNEL: How to Use Existing Customers to Gain New Ones* as well as [Life After The 30-Second Spot](#) and [Join the Conversation](#), blogs and podcasts at "Jaffe Juice" (www.jaffejuice.com) and has his own video show called "Jaffe Juice TV" (www.youtube.com/jaffejuice). He has also appeared on CBS-TV, CNN and Bloomberg TV. His new book argues that to grow your business and shrink your spending, shift your focus away from *ending* with the acquisition of new customers to *starting* with your current customers.

Andy Markowitz, Director, Global Digital Strategy, GE

In his new GE, Andy will lead digital excellence across GE with a focus on driving stakeholder connection and conversion. Specifically, he will focus on instituting first-class digital capabilities in search, content, social media, community and customer engagement, as well as training and development to help businesses gain greater marketplace understanding.

Andy joins us from Kraft, where he was Director, Digital Services leading a Center of Excellence for all digital activity including: digital strategy, online media, creative agency relationships, social media marketing, search engine marketing, standards & training. In this role, he led efforts to create scalable best practices by providing thought leadership in the management and development of a wide range of online marketing principles, a pipeline of emerging media opportunities, and leading the digital medium towards accountability for Kraft brands.

Andy joined Kraft Foods in 2000 as the eCommerce marketing lead for both the Desserts and Post Cereals businesses. Prior to joining Kraft, he worked at Send.com, the online gift company, as well as Dentsu Corp., Ammirati & Puris, and Lintas.

He is a frequent industry speaker and was recently named one of the *iMedia 25: Internet Marketing Leaders and Innovators*.

Maria Pergolino, Inbound Marketing Manager, Marketo



Maria Pergolino works as Inbound Marketing Manager at Marketo, leading their efforts in adoption of social media channels for brand awareness and demand generation. She has worked in marketing for over ten years, and specifically in online marketing including social media, search marketing, and lead generation and nurturing for the past six. Maria has a Marketing Degree and MBA from the School of Business at Rutgers University, is a Salesforce Certified Administrator, and a speaker at numerous marketing events. She has also written for many marketing blogs, and is a frequent contributor to Marketo's popular blog, Modern B2B Marketing.

Andy Sernovitz, Author, *Word of Mouth Marketing*



Andy Sernovitz teaches word of mouth marketing. He's the author of "Word of Mouth Marketing: How Smart Companies Get People Talking" and teaches at Northwestern University. His company, GasPedal, teaches word of mouth techniques, and runs the Social Media Business Council, a peer-to-peer support group for the pioneers of social media at very large organizations.

He taught Internet Entrepreneurship at the Wharton School of Business, ran a business incubator, and started half a dozen companies. He created the Word of Mouth Marketing Association around the latest revolutions in blogs, buzz, and word of mouth, and in the dot com days ran the Association for Interactive Marketing.

His fantastic blog is called Damn, I Wish I'd Thought of That (<http://damniwish.com>)

Julien Smith, Co-Author, *Trust Agents*



Julien Smith is an author, consultant, and speaker who has been involved in online communities for over 15 years– from early BBSes and flashmobs to the social web as we know it today.

He was one of the first people on the web to use podcasting in 2004, as well as being one of the first web personalities to get broadcast by traditional radio. He has since worked with and been interviewed by numerous media organizations such as CNN, CBC, CTV– and a bunch of others that don't start with the letter C.

Julien is co-author of *Trust Agents*, which was written with Chris Brogan.