



Attendee list As Of Sept. 6, 2013

Sophia Abbott
Senior Account Executive
FELIX
New York, NY

Eyal Abramovitch
CMO
Appforma
Tel Aviv, Israel

Eitan Ackerman
Dir of Marketing and Sales Engineering
Amdocs
Hod Hasharon, Israel

Ofer Agai
Director Software development
Amdocs
San Francisco, CA

Mikael Alatalo
Director, Service Production
Fonecta Oy
Helsinki, Finland

Michael Albin
VP of Solutions
Informed Interactive
Bryan, TX

Cindi Aldrich
President & CEO
ADP
Traverse City, MI

Christine Allison
President
D Magazine
Dallas, TX

Erica Anderman
Business Development Manager
SinglePlatform
New York, NY

Hannah Anderson
Business Dev.
Local Market Launch
Santa Barbara, CA

Mike Andres
Managing Director
BIA Capital Strategies
Chantilly, VA

Abe Andrzejewski
CEO
HomePages
DeKalb, IL

Michael Anhuth
Sr. Product Manager, SEO
Dex Media
Lone Tree, CO

Michael Atlevi
COO
Apptus Technologies
Lund, Sweden

Nancy Augustine
Senior VP National Marketing Division
Local Search Association / NMD
Moon Township, PA

Blair Austin
Director, Strategic Execution
Time Warner Cable
Dallas, TX

Matt Austin
Dir, Interactive Business Development
Affinity Express
Elgin, IL

Michael Bagliebter
Director, Strategic Partnerships
adMarketplace
New York, NY

Eric Bakaric
VP of Sales - North America
Response Tap
New York, NY

Thomas Baker
Digital Sales Director
KLAS - 8NewsNow.com
Las Vegas, NV

Matt Baker
Manager, SMB
Facebook
Palo Alto, CA

Brandon Baxley
Regional Sales Manager
Comporium
Rock Hill, SC

Kevin Beatty
Director, Business Development
Yodle
New York, NY

Dave Bell
Director, Business Development
Deseret Digital Media
Salt Lake City, UT

SEPT. 11-13, 2013

Austin, TX



THE LEADING-EDGE OF
Small Business

MARKETING INNOVATION



Attendee list As Of Sept. 6, 2013

Omer Ben Bassat
Senior Program Manager
Marchex
Seattle, WA

Kelly Benish
VP Sales and Marketing
Search Influence
New Orleans, LA

Brian Benschoter
Manager of Sponsorships, KUT / KUTX
Radio
Market Engenuity
Austin, TX

Dan Berkowitz
Time Warner Cable
New York, NY

Neal Bernstein
Senior Director
Microsoft
Redmond, WA

Chris Berry
Sr Account Director
Infogroup
El Segundo, CA

Ralph Bershefsky
Vice President
Affinion Group
Stamford, CT

Audrey Bilczo
Program Manager
Marchex
Seattle, WA

Lisa Bishop
VP Digital Media
Gray Television
Carol Stream, IL

Michael Boland
Program Dir. MLM and Sr. Analyst
BIA / Kelsey
San Francisco, CA

Joe Bonzi
Founder/CTO
iPromote
San Luis Obispo, CA

Matt Booth
CEO
Solfo
Burbank, CA

Davy Bour
Business Dev. Dir.
Agendize
Montreal, Canada

Jim Boutin
COO
Local Thunder
Portland, ME

Zella Bracy
Business Development
Tru Measure
Raleigh, SC

Philip Braden
GM, Local
Fishbowl, Inc.
Alexandria, VA

Dax Brady-Sheehan
VP of Operations
GannettLocal
Phoenix, AZ

Susan Brami
Time Warner Cable
New York, NY

Donald Branthoover
Solutions Mgr. - Delivery Team
Amdocs
Chesterfield, MO

Anthony Bratti
VP Sales
vSplash
Atlanta, GA

Mary Beth Brendza
CEO
LocalBrain
Austin, TX

Beth Brinton
Director of Client Experience
DigitalSherpa
Willoughby Hills, OH

Kerry Brown
Marketing Associate
BIA / Kelsey
Chantilly, VA

Steve Brown
VP Sales
Ifbyphone
Chicago, IL

SEPT. 11-13, 2013

Austin, TX



THE LEADING-EDGE OF

Small Business

MARKETING INNOVATION



Attendee list As Of Sept. 6, 2013

Jason Brown
Marketing Director
iPromote
San Luis Obispo, CA

Doyal Bryant
CEO
UniversalBusinessListing.Org
Charlotte, NC

Susan Bryant
VP - Marketing & Media Sales
Classified Ventures - Apartments.com
Chicago, IL

John Buchanan
Co-Founder
Signpost
Wellesley, IL

Patrick Buono
Marketing
BIA / Kelsey
Chantilly, VA

Thomas Buono
CEO
BIA / Kelsey
Chantilly, VA

Eric Burns
Director, Business Development
Collective
Apex, NC

Adam Burrows
VP, Business Development
HomeAdvisor
Golden, CO

Mike Bynum
President
Mobivity
San Diego, CA

Kristy Campbell
Marketing Director
Manta
Columbus, OH

Todd Carlson
Sr. Manager, Strategic Alliances
YP
Glendale, CA

Casey Carpenter
Search Marketing Manager
Go Daddy
Gilbert, AZ

Brad Carson
VP, Operations
Local Search Association
Troy, MI

Chris Cate
CIO
Valpak Direct Marketing
Largo, FL

Mike Centorani
Cofounder
Sales Transformation Now
Apex, NC

Cian Chang
Chief Product Officer
Surefire Social
Herndon, VA

Timothy Chang
Client Success Mgr.
CallFire
Santa Monica, CA

Surojit Chatterjee
Head of Global Mobile Search Ads
Google
Mountain View, CA

Alex Chew
Global Partnerships
Skype
Palo Alto, CA

Alex Chew
Global Partnerships
Skype
Palo Alto, CA

Cecelia Choi
Strategic Partner Manager, Channel Sales
Google
Mountain View, CA

SEPT. 11-13, 2013

Austin, TX



THE LEADING-EDGE OF

Small Business

MARKETING INNOVATION



Attendee list As Of Sept. 6, 2013

Kevin Chu
Analyst, Marchex Institute
Marchex
Seattle, WA

James Clark
President, Digital
Barrington Broadcasting
Brooklyn, NY

Darren Clark
Chief Technology Officer
YP Holdings
Glendale, CA

Heath Clarke
CEO
LOCAL CORPORATION
Irvine, CA

Matt Coen
President & Co-Founder
Second Street
St Louis, MO

Kristin Coit
Google, Inc.
Google, Inc.
Mountain View, CA

Tony Colan
Account Director
Response Tap
New York, NY

Michel Colin
Blog Author
Radiopub
Geneva, Switzerland

Nancy Cook
VP Digital
Valpak Direct Marketing
Largo, FL

Brian Coryat
Founder & CEO
Local Market Launch
Santa Barbara, CA

Mike Courtney
Aperio Insights
Dallas, TX

Gary Cowan
SVP Products and Marketing
DataSphere
Bellevue, WA

Mark Cullen
Sales Trainer
Sales Transformation Now
Duluth, GA

Chris Cunningham
Sales manager
Kenshoo
San Francisco, CA

Chris Curtin
Digital Media Account Manager
Soleo Communications
Fairport, NY

Brendan Daly
Digital Sales Director
Soleo Communications
Fairport, NY

Leslie Darling
SVP, Sales
StudioNow
Nashville, TN

Dale Darling
Director of Sales
Deseret Digital Media
Salt Lake City, UT

Sharon Davey
Sales & Account Manager
Telmetrics Inc.
Mississauga, Canada

Tehsin Daya
Business Development Manager-Strategic
Partnerships
ReachLocal Inc.
San Francisco, CA

Allison DeCanio
Marketing
CallFire
Santa Monica, CA

SEPT. 11-13, 2013

Austin, TX



LEADING IN LOCAL
smb digital marketing

THE LEADING-EDGE OF

Small Business

MARKETING INNOVATION



Attendee list As Of Sept. 6, 2013

Tom DeLuca
COO / Co-Founder
UpRing IIc
Hopedale, MA

John Denny
VP Marketing
Advance Digital
New York, NY

Jim DeRouchey
President, Licensing
infogroup
Omaha, NE

Mani Dhillon
Vice President
YP
Glendale, CA

Jamie DiBease
President
Day One Advertising
Voorhees, NJ

Todd Dipaola
CEO
inMarket Media
Venice, CA

David DiPasquale
Chief Sales Officer
Fishbowl Inc
Clarendon Hills, IL

Ethan Dobson
Head of Marketing
Constant Contact/SinglePlatform
Waltham, MA

Michael Dodd
Venture Partner
Austin Ventures
Austin, TX

Tad Doering
Regional Vice President
Dex Media
Cary, NC

Jason Dove
VP of Sales
HipLogiq
Dallas, TX

Rick Ducey
Managing Director
BIA / Kelsey
Chantilly, VA

Andrew Dumont
Director of Business Development
Moz
Seattle, WA

Angela Dunham
VP of Training and Quality
Yodle
Austin, TX

Andrew Eagar
Sr. Partner Manager
Boostability
American Fork, UT

Daphne Earp
Business Development
Yext
New York, NY

Jonathan Edson
VP Business Development
EveryScope
Newton,

Macy English
VP of Sales
HipLogiq
Dallas, TX

Adam Espstein
President & CEO
adMarketplace
New York, NY

Perry Evans
Founder and CEO
Closely, Inc.
Denver, CO

Jeff Fagel
CMO, G/O Digital
Gannett Digital
Chicago, IL

SEPT. 11-13, 2013

Austin, TX



THE LEADING-EDGE OF

Small Business

MARKETING INNOVATION



Attendee list As Of Sept. 6, 2013

Heather Farley
Divisional President
Access Intelligence
Rockville, MD

Norm Farra
Board Member
Local.com
West Grove, PA

Matt Fay
Business Development Manager
Mongoose Metrics
Independence,

Markus Feldenkirchen
CEO
ppi Media US, Inc.
Chicago, IL

Neil Feuling
Strategy
Cars.com
Chicago, IL

Chris Finegold
Business Development
Google
Mountain View, CA

Scott Finholm
Global Channel Partner Lead
Microsoft
Redmond, WA

Ben Fitzpatrick
Senior Account Executive
Marchex
Seattle, WA

Lauren Flynn
Director
Driven Local
Melville, NY

Jeff Folckemer
President & CEO
LocalEdge a Div. of Hearst
Communications, Inc. and SVP Hearst N
New York, NY

Mark Fratrick
Vice President
BIA / Kelsey
Chantilly, VA

Chuck Gabrielson
Sightly, Inc.
Sightly, Inc.
Temecula, CA

Mélanie Gale
Director - Placement Products &
Performance Reporting, Marketing
Yellow Pages Group
Verdun, Canada

Joseph Gallagher
Managing Director
Angel Street Capital
Newport, RI

Conan Gallaty
VP Digital
WEHCO Media
Little Rock, AR

Dave Galvan
SVP Business Dev.
24 Hour Fitness
Campbell, CA

Bill Ganon
CRO
Mocentric
Scottsdale, AZ

Laura Garcia
Event and Marketing Coordinator
UBL.Org
Charlotte, NC

Seth Gardenswartz
VP, Sales & Marketing
Boomtime
Albuquerque, NM

Greg Garrick
Vice President, Marketing
User Friendly Media
Spring, TX

Melinda Garvey
Publisher and Co-Founder
Austin Woman Magazine
Austin, TX

SEPT. 11-13, 2013

Austin, TX



LEADING IN LOCAL
smb digital marketing

THE LEADING-EDGE OF

Small Business

MARKETING INNOVATION



Attendee list As Of Sept. 6, 2013

Eric Gastevich
Strategy and Business Development
Cars.com
Chicago, IL

Sarah Gauss
Product Director
Cobalt
Houston, TX

Francine Geller
Head of Channel Programs, Channel Sales
Google
Mountain View, CA

Kurt Gentry
VP, Digital
Radiate Media
Salt Lake City, UT

Mark Giannini
COO / SVP
BIA / Kelsey
Chantilly, VA

Stephen Gibbons
VP/GM
Entercom
Centennial, VA

Len Gilbert
VP, Head of Business Development
Yodle
New York, NY

Zorik Gordon
CEO
ReachLocal.com
Woodland Hills, CA

Steve Gray
Director of Strategy & Innovation
Morris Communications
Augusta, GA

Vince Graziano
VP Operations
Beyond Private Label
Waukesha, WI

Laura Greenawalt
Sr. Manager Bus. Dev.
Dex Media
D/FW Airport, TX

Simon Greenman
CEO
Home Advisor Europe
London, United Kingdom

Steve Griffiths
VP Marketing & Product Strategy
Ifbyphone
Chicago, IL

Norm Hagarty
CEO & Managing Partner
DAC Group
Toronto, Canada

Ches Hagen
CoFounder & VP Sales
VendAsta Technologies Inc.
Saskatoon, Canada

Jason Halyk
Sales Manager
DirectWest Publishing
Regina, SAS

Todd Handy
Vice President of New Media Sales
Deseret Digital Media
Salt Lake City, UT

Gil Harel
Director of Business Development
Conduit
New York, NY

Liberty Harper
VP Business Development
Shout About Us
Del Mar, CA

Dana Harris
VP, Corporate Communications
ReachLocal Inc.
Woodland Hills, CA

Kevin Hart
Google AdWords Team Leader
Infogroup
Omaha, NE

SEPT. 11-13, 2013

Austin, TX



LEADING IN LOCAL
smb digital marketing

THE LEADING-EDGE OF

Small Business

MARKETING INNOVATION



Attendee list As Of Sept. 6, 2013

John Hartsell
CMO
Mocentric
Scottsdale, AZ

Jason Harvey
Executive Director, Marketing
YP
Glendale, CA

Jeff Hasen
CMO
Mobivity
San Diego, CA

Greg Hatch
Dir- Business Development
hibu
BELLEVUE, WA

Michael Hawk
CEO
ECR
Mount Vernon, OH

Robert Hawthorne
President
Hawthorne Executive Search
Wilmington, NC

Hugh Hazelquist
Director of Channels
Hibu
The Woodlands, TX

Christian Hendricks
VP, Interactive Media
McClatchy
Sacramento, CA

Gordon Henry
VP & GM Small Business Services
Deluxe Corporation
Shoreview, MN

Kenny Herman
EVP
SinglePlatform
New York, NY

Mike Higgins
Consultant
Berry

David Hirschman
Cofounder and COO
Street Fight
Providence, RI

Mark Hobson
VP Business Development
iPromote
San Luis Obispo, CA

Darnell Holloway
Leader, SMB Outreach
Yelp
San Francisco, CA

Kelly Homewood
Director, Product Development
FUSIONFARM
Cedar Rapids, IA

Casey Horton
Sr. Dir. Business Dev.
Verve Wireless
Encinitas, CA

Bruce Howard
CEO
User Friendly Media
Spring, TX

Jeff Hoyer
VP Sales
Local Market Launch
Santa Barbara, CA

Charity Huff
General Manager
The McClatchy Company: Tru Measure
Highlands Ranch, CO

Jimmy Hunt
Sales Manager
StudioNow
Nashville, TN

Wendy Hurwitz
Director of Marketing, Social Commerce
Gannett Co., Inc.
McLean, VA

SEPT. 11-13, 2013

Austin, TX



THE LEADING-EDGE OF

Small Business

MARKETING INNOVATION



Attendee list As Of Sept. 6, 2013

Amy Impara-Gregory
Cofounder
Sales Transformation Now
Duluth, GA

Geoffrey Infeld
VP, Business Development
CallSource
Westlake Village, CA

Charlene Inoncillo
Events & Sponsorship Strategist
Moz
Seattle, WA

Aimee Irwin
SVP, Business Development & Publisher
Network
Verve Mobile
Bethesda, MD

Steven Jacobs
Deputy Editor
Street Fight
Brooklyn, NY

Vikas Jain
Hd. Business Development
Google - Wildfire
Mountain View, CA

Adam Japko
President, Digital Sherpa
Digital Sherpa
Lawrenceville, GA

Florie Jarrin
Communication & Business manager
Agendize
Montreal, Canada

Timothy Jemison
COO
Zoove
Palo Alto, CA

Sheri Jenkinson
Professional Coach
Ipseity Coaching & Consulting
Dallas, TX

Dan Jensen
Account Mgr.
Apptus Technologies AB
Lund, Sweden

Gregg Johnson
Principal, Digital Partners
BIA Capital Strategies
Chantilly, VA

John Jordan
Director of Interactive Revenue
McClatchy Company, The
Raleigh, NC

Kim Jorschick
Director of Digital Sales
Belo
Austin, TX

Read Judah
Manager, Strategic Partnerships
Archeo
Seattle, WA

Jeremy Kagan
CEO
Pricing Engine
New York, NY

Raj Kapoor
Global Dir. of Product Planning &
Marketing for Mobile Adv.
BING
Bellevue, WA

Nanci Karas
Exec. Dir. Conference Sales &
Management
BIA / Kelsey
North Brunswick, NJ

Kim Katchmar
Sr, Account Manager
Neustar Localize
Oakbrook Terrace, IL

Olivier Katz
CEO
Blue Pixel Media
Highlands Ranch, CO

Warren Kay
Executive in Residence
BIA/Kelsey
Chantilly, VA

SEPT. 11-13, 2013

Austin, TX



LEADING IN LOCAL
smb digital marketing

THE LEADING-EDGE OF

Small Business

MARKETING INNOVATION



Attendee list As Of Sept. 6, 2013

Alan Keller
Chief Revenue Officer
DudaMobile
Palo Alto, CA

John Kelsey
Co-Founder & Chairman
BIA/Kelsey
Princeton, NJ

Brian Kennett
Vice President, SMB Sales
Digital First Media
Hudson, WI

Tom Kenney
President
Verve Mobile
Carlsbad, CA

Zach Kerker
Director, Digital Marketing
Neuhoff Communications
Springfield, IL

Maja Kermath
Chief StoryTeller
Kor180
Los Angeles, CA

Sher Khan
Strategic Partner Manager
Google
Brooklyn, NY

Asif Khan
Founder & President
Location Based Marketing Association
Toronto, Canada

Jung-Uk Kim
Sr. Manager, Strategy
Yahoo!
Sunnyvale, CA

Brendan King
CoFounder & CEO
VendAsta Technologies Inc.
Saskatoon, Canada

Shannon Kinney
Client Success Officer
Dream Local Digital
Rockland, ME

Rasmus Kjaergaard
Head of Global Sales
mono solutions
Copenhagen, Denmark

Andrew Klein
Founder and CEO
Spotzer Media
Amsterdam, Netherlands

Catherine Kniker
VP of Local Success
Constant Contact
Waltham, MA

Peter Krasilovsky
VP Program Director - Marketplaces
BIA / Kelsey
Carlsbad, CA

Jeremy Kuhnke
VP of SEO Product Performance
Yodle
Austin, TX

Rohit Kulkarni
Internet and Interactive Entertainment
Robert W. Baird & Co.
San Francisco, CA

Louise Lachmann
CEO/ Co- founder
mono solutions
Copenhagen, Denmark

Khurram Lakhani
Manager, Strategy
Cars.com
Chicago, IL

Christopher Lambert
Principal Analyst Digital Agency
Internet Broadcasting
St Paul, MN

Joshua Lange
Client Success Mgr.
CallFire
Santa Monica, CA

SEPT. 11-13, 2013

Austin, TX



THE LEADING-EDGE OF

Small Business

MARKETING INNOVATION



Attendee list As Of Sept. 6, 2013

Butch Langlois
Vice President, Local Ops & Portfolio
Development
Rogers Local Digital
Toronto, Canada

Warren Lapa
VP Digital Sales & Business Development
Time Warner Cable
New York, NY

Russ Laraway
Sr. Director SMB
Twitter
San Francisco, CA

Dick Larkin
EVP of Sales
American Marketing & Publishing
DeKalb, IL

Charles Laughlin
SVP & Program Director
BIA / Kelsey
Lake Bluff, IL

Joe Lazure
SEO - Business Listings Mgr
Infogroup
Papillion, NE

David Lenzen
Executive Vice President of Sales
Marquette Group
Peoria, IL

Itzik Levy
VP, Client Business Exec.
Amdocs
Alpharetta, GA

Kevin Lewis
Director Product Management
First Data
Atlanta, GA

David Little
Director of Corporate Media Sales
Comporium Media Services
Rock Hill, SC

Lem Lloyd
Chief Revenue Officer
Fixya
San Mateo, CA

Sandra Lohr
VP, Sales
Advance Digital
Jersey City, NJ

Glenn Lombardi
President
Officite
Downers Grove, IL

Trisha Looney
Senior Director, Product Management
Affinion Group
Norwalk, CT

David Loving
Sr. VP/General Manager
Univision KXLN
Houston, TX

MacKenzie Lovings
VP Marketing
BIA / Kelsey
Chantilly, VA

Mike Lung
Business Development
Skype
Palo Alto, CA

Kelly Lunsford
Digital Director
OPUBCO Communications Group
Oklahoma City, OK

Robert Maccini
Managing Director
Angel Street Capital
Providence, RI

Chad MacDonald
CO-Founder
Connected Commerce
Dulles, VA

Chris MacDonald
President / Founder
UpRing IIc
Hopedale, MA

SEPT. 11-13, 2013

Austin, TX



LEADING IN LOCAL
smb digital marketing

THE LEADING-EDGE OF

Small Business

MARKETING INNOVATION



Attendee list As Of Sept. 6, 2013

Thomas Maguire
VP, Business Development
Market Authority
New Hope,

Greg Maibach
Director of Retail & Shopping
Advance Digital
Jersey City, NJ

MaryAnn Maksinski
Director, Trade Marketing
Apartments.com
Chicago, IL

Chris Malone
VP, Sales Strategy
Marquette Group
Peoria, IL

Jason Maly
Mobile Product Manager
Community Newspaper Holdings
Montgomery, AL

Chris Mancini
CMO
Reply! Inc.
San Ramon, CA

Ryan Mapes
Product Manager
Manta
Columbus, OH

Kyle Mapes
Principal
Talamod Asset Management
Dallas, TX

Chris Marentis
Founder and Chief Executive Officer
Surefire Social
Herndon, VA

Steve Marshall
Director - Research & Consulting
BIA / Kelsey
San Francisco, CA

Scott Martin
National Sales Director
Cox Media Group
Atlanta, GA

Rachel Martin
Publisher Manager
Yext
New York, NY

Harpreet Marwaha
VP, Ad Products
YP
Los Angeles, CA

Valentine Matrat
You Tube & Video Adv. Specialist
Google
Mountain View, CA

Celine Matthiessen
Sr. Analyst, Competitive Intelligence
BIA / Kelsey
The Colony, TX

Garrett McClure
VP, Affiliate Partnerships
Centro
Los Angeles, CA

Robert McDonald
Director of Sales
435 Digital
Chicago, IL

Sean McDonnell
SVP/Sales
Propel Marketing
Quincy, MA

Tim McDougall
VP
FusionFarm
Cedar Rapids, IA

Rick McElwain
VP Network Sales Development
Valpak Direct Marketing
Largo, FL

John McIntyre
CEO & Founder
Sightly
New City, NY

SEPT. 11-13, 2013

Austin, TX



THE LEADING-EDGE OF

Small Business

MARKETING INNOVATION



Attendee list As Of Sept. 6, 2013

Holly McKay
Account Executive
Media Distribution Solutions
Plano, TX

Brooks McMahon
SVP, Local
Marchex
Seattle, WA

Mike McNerney
Director, Business Development
Yodle
New York, NY

Scott McNulty
Business Development Executive
eLocal Listing
Temecula, CA

Brian Mehnert
CO-Founder
Connected Commerce
Dulles, VA

Brian Mellea
Product Development
Zoove
Los Altos Hills, CA

Richard Mellert
CEO
Infopaginas
Guaynabo, PR

Tom Meriam
Dir. Business Dev. MerchantCircle
Reply! Inc.
San Ramon, CA

Ron Merritt
President
Townsquare Interactive
Indian Land, SC

Greg Messinger
VP, Business Development
Digital First Media
Denver, CO

David Mihm
Director of Local Search Strategy
Moz
Seattle, WA

Lisa Miksis
Publisher
Shore Publishing
Madison, CT

Jeremy Mims
Founder
OwnLocal
Austin, TX

Michael Miner
Director, Business Development
YP
San Francisco, CA

Geoffrey Minte
CEO
Local Thunder
Portland, ME

Colin Minte
Director of Product Marketing
Local Thunder
Portland, ME

Milen Mishkovsky
CEO
Shooger
Coral Gables, FL

SANDEEP MITTAL
CEO
NEXT SCREEN MEDIA
STONE RIDGE,

Rajan Mohan
VP/ General Manager
Gannett Digital Ventures
McLean, VA

Dustin Moon
Search Engine Marketing Coordinator
Rollins, Inc.
Atlanta, GA

Ian Mooney
Business Development Manager
RetailMeNot
Austin, TX

SEPT. 11-13, 2013

Austin, TX



THE LEADING-EDGE OF

Small Business

MARKETING INNOVATION



Attendee list As Of Sept. 6, 2013

Patrick Moore
Chief Strategy and Corporate
Development Officer
YP Holdings
Atlanta, GA

Andrew Morbitzer
Sr Director of Corporate Development
Go Daddy
Sunnyvale, CA

Dom Morea
SVP, Product Innovation
First Data
Atlanta, GA

Dana Morgan
Manager-Business Development
Dex Media
D/FW Airport, TX

Christin Morgan
Nat'l Interactive Product Mgr.
YP Holdings
St. Louis, MO

Brendan Morrissey
CEO
Netsertive
Morrisville, NC

Eric Moyer
Presence and Commerce
GoDaddy
Sunnyvale, CA

Raj Mukherjee
Presence and Commerce
GoDaddy
Sunnyvale, CA

Andrea Mulholland
Operations & Logistics Manager -
Innovation & Tech
DirectWest Publishing
Regina, Canada

Tim Murphy
VP Strategy
Entercom Communications Corp.
Boston, MA

Terry Murphy
Director of Digital Products
FusionFarm
CEDAR RAPIDS, IA

Will Nance
VP Business Development
First Data
Atlanta, GA

Yanira Nasser
VP Business Development
TeleListas Group
McLean, VA

Joseph Nathan
Partner Manager, Local Channel Sales &
Reseller Network
Yahoo!
Tujunga, CA

Joseph Naylor
Senior Director
Cox Media Group
Saint Petersburg, FL

Angela Nguyen
Sr. Partner Lead
Microsoft
Brooklyn, NY

Will Nguyen
Director, Local Display Network
TC Media
Montreal, Canada

Jenna Nichols
Strategic Partner Manager
Google
Mountain View, CA

Raj Nijjer
Director - Presence & Commerce
Go Daddy
Scottsdale, AZ

Travis Norris
Sales Executive
Acxiom
Little Rock, AR

Mike Ogdon
VP Business Development
Swiftpage
Denver, CO

SEPT. 11-13, 2013

Austin, TX



LEADING IN LOCAL
smb digital marketing

THE LEADING-EDGE OF

Small Business

MARKETING INNOVATION



Attendee list As Of Sept. 6, 2013

Michael O'Hara
CEO
Mocentric
Scottsdale, AZ

Janet Okoben
Content Quality Manager
DigitalSherpa/NCI
San Antonio, TX

Gib Olander
CEO
Local Viewpoints
Chicago, IL

Dan Olson
CEO
UpCity
Chicago, IL

Mike Orren
President
Speakeasy
Dallas, TX

Randy Orth
CEO
Beyond Private Label
Waukesha, WI

joshua Ortiz
Internet Sls. Mgr.
YP Holdings
St. Louis, MO

Junichiro Otsuji
manager
NTTComware
San Jose, CA

Eric Owen
VP Digital Strategy and Strategic
Partnership Management
The Berry Company
Englewood, CO

Eileen Pacheco
President
Tango Group LLC
Hingham, MA

Ted Paff
Customer Lobby
Customer Lobby
Berkeley, CA

Jeannie Parent
Senior Vice President
Digital First Media
Denver, CO

Bright Park
Business Development
Google
Mountain View, CA

Randy Parker
Founder & CEO
PagePart
Boston, MA

Pamela Parker
Executive Features Editor
Search Engine Land and Search Engine
Marketing
Liberty Hill, TX

Troy Parkins
VP, Market Operations
Barrington Broadcasting
Pasadena, CA

Doug Parsonage
Sr. Director, Licensing
Infogroup
Papillion, NE

Steve Passwaiter
VP Business Development
BIA / Kelsey
Chantilly, VA

Brad Petersen
SVP- Business Development
MatchCraft Inc
Santa Monica, CA

Stephanie Peterson
Director Digital Ad Ops
Entercom
Centennial, VA

Fred Pfeiffer
Sr. Account Executive - Business
Development
Neustar Localize
Oakbrook Terrace, IL

SEPT. 11-13, 2013

Austin, TX



THE LEADING-EDGE OF

Small Business

MARKETING INNOVATION



Attendee list As Of Sept. 6, 2013

Paul Plant
Founder
Radicle Consulting
St. Albans, Hertfordshire, United Kingdom

Neal Polachek
Advisor
vSplash
San Anselmo, CA

Boris Polenske
Managing Director
KlickUp GmbH
Koln, Germany

Alf Poor
President & COO NA
Agendize
Clifton, NJ

Kiran Prashad
President, DAC Group | New York
DAC Group
Purchase, NY

James Price
Vice President - Digital
Dex Media
D/FW Airport, TX

Seth Priebitsch
CEO
Level-UP

Blair Prowse
Sales & Business Development Manager
Avantar
Provo, UT

Chris Pruitt
General Manager
Neuhoff Communications
Twin Falls, ID

Jonathan Pugh
Account Executive
Marchex
Seattle, WA

Mike Pycha
Sales Director
Neustar Localeze
McLean, VA

Corey Quinn
VP, Business Development - AdMax Local
The Search Agency Inc
Los Angeles, CA

David Raminick
VP, Business Development
Radiate Media
Salt Lake City, UT

Ericka Ramon
Strategic Account Manager
Marchex
Seattle, WA

Tammy Rechten
Major Account Executive
Ifbyphone
Chicago, IL

Rene Reinsberg
CEO
Locu
San Francisco, CA

Amber Reitz
Regional Director - Digital Sales
Hibu
Bellevue, WA

Julien Renucci
Strategic Partner Manager
Google Inc.
Toronto, Canada

Tim Resnik
Product Strategy Principal
Moz
Seattle, WA

Christina Rice
VP Interactive Sales
Barrington Broadcasting LLC
schaumburg, IL

Laura Rich
Street Fight
Providence, RI



Attendee list As Of Sept. 6, 2013

Gary Richmond
Director of Interactive Sales
Marquette Group
Peoria, IL

Mark Roberge
VP
HubSpot, Inc.
Cambridge, MA

Pete Roberts
Digital Strategy Director
Friday Media Group
Sayers Common, United Kingdom

Roland Rodriguez
Regional Brand Manager
YP Holdings
San Antonio, TX

Robyn Rose
VP, Digital and Local Market Practice
Market Place Consulting
D/FW, TX

Hunter Rose
Ice Cream Czar & Vice Chairman
Ben & Jerry's

Michael Rubin
Executive Director Business Development
YP
Glendale, CA

Gideon Rubin
Chief Marketing Officer
Local Market Launch
Santa Barbara, CA

Michelle Runge
Client Success Mgr.
CallFire
Santa Monica, CA

Brian Russell
EVP Strategic Product Development
Media Distribution Solutions
Plano, TX

Pete Ryan
CEO
Moon Valley Software
Arroyo Grande, CA

Paul Ryan
CTO
Yellow Pages Group
Verdun, Canada

Neil Salvage
General Manager
Tree.com, Inc.
Charlotte, NC

Eduardo Samame
VP, Advanced Advertising
Time Warner Cable
New York, NY

Scott Sanderson
Co-founder
Shoptoit Inc.
Calgary, Canada

Ginny Sandhu
Group Product Marketing Manager
Microsoft
Sammamish, WA

Oscar Santamarina
Global Strategy Lead
hibu
Bellevue, WA

Leo Schnayer
Product Manager
Sales Spider Media
Toronto, Canada

Carla Schwalbert
Data Solutions
Acxiom
Salem, MA

Jennifer Schwartz
Senior Vice President
Access Intelligence
Vienna, VA

John Scott
Dir. Sales & Business Dev.
Local Market Launch
Santa Barbara, CA

SEPT. 11-13, 2013

Austin, TX



THE LEADING-EDGE OF

Small Business

MARKETING INNOVATION



Attendee list As Of Sept. 6, 2013

Daniel Servos
Manager, Maps Data Partners
Apple Inc.
Cupertino, CA

Darryl Shaper
VP- Global Partner Alliances
hibu
The Woodlands, TX

Irv Shapiro
CEO
Ifbyphone
Chicago, IL

Scott Shaw
CEO
Fishbowl Inc
Alexandria, VA

Carleton Shaw
Principal
Houstonian Partners, LLC
Houston, TX

Mike Shell
President & CEO
Media Distribution Solutions
Plano, TX

Kelly Shelton
Product Marketing
Boostability
American Fork, UT

Emily Sherman
Business Development
HomeAdvisor, Inc
Denver, CO

Andrew Shotland
Proprietor
LocalSEOGuide
Pleasanton, CA

Darby Sieben
Director, Business Development
Yellow Pages Group
Calgary, Canada

Erron Silverstein
Founder
YellowBot
Burbank, CA

Ced Simpson
VP Bus. Dev.
MatchCraft
Santa Monica, CA

Manpreet Singh
Founder
Seva Call
Potomac,

Henrik Skyttä
BU leader, internet
Fonecta Oy
Helsinki, Finland

Tom Sly
Sr. Dir. Digital Revenue
E W Scripps Company
Cincinnati, OH

Chris Sole
President
PlaceLinks
Waban, MA

Shari Solis
SVP Sales
Mongoose Metrics
Chagrin, VA

Charles Sparks
Customer Operation Manager
Amdocs
Woodhaven, MI

Richard Springhall
Director, Business Development
Microsoft Corporation
Redmond, WA

Giora Stadler
Vice President
Amdocs
Chesterfield, MO

David Stafford
General Secretary
EIDQ
Zurich, Switzerland

SEPT. 11-13, 2013

Austin, TX



THE LEADING-EDGE OF

Small Business

MARKETING INNOVATION



Attendee list As Of Sept. 6, 2013

Alex Stancioff
CEO
Shooger
Coral Gables, FL

Sheila Steinmuller
Client Services/Conference Management
BIA / Kelsey
Lawrenceville, NJ

Cyndi Stone
Senior Account Director, Publishers
Telmetrics
Mississauga, Canada

Christopher Strong
Director of Digital Sales
Gannett
McLean, VA

Thomas Swalla
COO
Savings.com (Cox Target Media)
Los Angeles, CA

Sharon Sweeney
President
Fairway Group
Los Angeles, CA

Kevin Szypula
CEO
Driven Local
Melville, NY

Lauren Taft-McPhee
Marketing Manager
Microsoft
Redmond, WA

Brian Talty
Director of Sales
vSplash
Lyndhurst, NJ

Patrick Tam
Strategic Partner Manager
Google
Mountain View, CA

Angela Tan
Business Development
Local Market Launch
Santa Barbara, CA

Mike Tannourji
EVP, Advertising
Los Angeles Times
Los Angeles, CA

Jim Taszarek
Managing Director
Market Enginuity
Phoenix, AZ

Michael Taylor
Director New Business Development
BIA / Kelsey
Kettering, OH

Azim Tejani
Business Development
Yasabe
Herndon, VA

Matt Tennison
Vice President of Business Development
Boostability
American Fork, UT

Allison Tepley
SVP Enterprise Marketing
Yext
New York, NY

Michael Teppner
Head of Business Development
DataSphere
Bellevue, WA

Solomon Timothy
CEO
Integrated Marketing Solutions
Niles, IL

Samuel Timothy
Vice President
Integrated Marketing Solutions
Niles, IL

Jim Thompson
SVP of Local Ad Sales
Worldnow
Long Island City, NY

SEPT. 11-13, 2013

Austin, TX



THE LEADING-EDGE OF

Small Business

MARKETING INNOVATION



Attendee list As Of Sept. 6, 2013

Doug Thompson
Sr. Director Business Development
Constant Contact
San Francisco, CA

Mary Jane Thornburg
Owner
Thornburg Marketing & Media Consulting
Los Angeles, CA

Umesh Tibrewal
Founder - CEO
vSplash
Lyndhurst, NJ

Tom Tolbert
EVP and Chief Sales Officer
Mobivity
San Diego, CA

Jeff Tomlin
VendAsta Technologies Inc.
VendAsta Technologies Inc.
Saskatoon, Canada

Brandon Tompkins
Mobile Product Manager
Dex Media
D/FW Airport, TX

James Tompkins
TeleListas Group
Rio de Janeiro, Brazil

Tony Townsend
Sales Manager
FUSIONFARM
Cedar Rapids, IA

Taylor Treese
CEO
MediaTrax, LLC
Miami, FL

John Trippett
Senior Account Executive
Felix
New York, NY

Julie Tsoi
Business Development Director
BIA / Kelsey
Los Altos, CA

Mark Ugar
VP- Business Development
YP
San Francisco, CA

Steve Umberger
Board Member
Local Market Launch
Santa Barbara, CA

J Reed Varner
VP, Digital Agency
Internet Broadcasting
St Paul, MN

Ambrish Verma
Group Product Manager
Microsoft.
San Francisco, CA

Marty Vian
VP of User Experience
Manta
Columbus, OH

Blair Vincent
Director, Strategic Partnerships
xAd, Inc.
New York, NY

Darren Waddell
VP Marketing
Radius Intelligence
San Francisco, CA

Tracy Waksler
Senior Product Manager
Yodle
New York, NY

Piper Walker
VP Digital Ad Sales
The Weather Channel
Atlanta, GA

Dave Walker
CEO
BizHive
Troy, MI

SEPT. 11-13, 2013

Austin, TX



THE LEADING-EDGE OF

Small Business

MARKETING INNOVATION



Attendee list As Of Sept. 6, 2013

Stuart Wall
CEO
Signpost
New York, NY

Todd Webber
CEO
LocalBizNOW and ReptoniX
Auburn Hills, MI

Mark Weidel
Director of Digital Media
Steinman Communications/Delmarva
Broadcasting
Wilmington, DE

Stephen Weis
EVP Digital Revenue
Houston Chronicle
Houston, TX

Mark Weiss
Sr. Director of Business Development
Locu
San Francisco, CA

Kevin Wendt
VP Business Development
Beyond Private Label
Waukesha, WI

Roger White
General Sales Manager, National
YP Holdings
St. Louis, MO

Paul Wicker
Director of Product Management, Local
Kenshoo
San Francisco, CA

Mike Wienick
VP Marketing
Reply! Inc.
San Ramon, CA

Bryan Willets
President/CEO
Local Book Publishing, Inc.
MIdway, UT

Jed Williams
Program Director
BIA / Kelsey
Chantilly, VA

Vasanth Williams
VP of Product Management, Local
Yodle
New York, NY

Rachel Williams
Strategic Partner Manager
Google
Santa Clara, CA

Diane Williams
Sales
Neuhoff Communications
Springfield, IL

Anthony Wills
GM, Local
YieldMo
East Northport, NY

Rocky Wolf
Chief Customer Officer
Amdocs
Palo Alto, CA

Brian Wool
Sales Director
Neustar Localeze
Oakbrook Terrace, IL

Connie Wu
Sr. Business Development Manager
PayPal
san francisco, CA

Natalie Wuchenich
Director, Research
Local Search Association / NMD
Bridgeville, PA

Will Yapp
VP, Business Development
Constant Contact
Waltham, MA

Howard Yeh
Founder, Co-President
ContactUs.com
Miami, FL

SEPT. 11-13, 2013

Austin, TX



LEADING IN LOCAL
smb digital marketing

THE LEADING-EDGE OF

Small Business

MARKETING INNOVATION



Attendee list As Of Sept. 6, 2013

Steve Yeich
CEO
Relevant Ads
Fountain Valley, CA

Niko Younts
Manager - Digital Marketing &
Advertising Solutions
Kith Media/Cincinnati Bell Directory
Cincinnati, OH

Sujit Zachariah
CEO
Nifty Window
Bangalore, India

Payam Zamani
CEO
Reply! Inc.
San Ramon, CA

David Zaragoza
Industry Analyst
Contour
New York, NY

Jack Zavoral
Interactive Development Director
Quincy Interactive
Madison, WI