

# Mike Moran



**International expert in digital marketing, search technology, text analytics, social media, and Web metrics**

Mike speaks dozens of times a year at events around the world, sometimes to hundreds of people, sometimes just a few. But each time, he makes it worth their while. If you're organizing an event, there's no such thing as a big event or a small event—your event is the biggest event there is. You have to count on your speaker to deliver. Whether you need someone to kick things off in the morning, to wake everyone up to a new way of thinking, or to connect with people to get them to act, you know the impact you need and you need a speaker who delivers it. Each audience and each situation is different, so you need someone who can adjust to what yours is.



**Digital and Social Media Marketing Speaker, Author, and Consultant**

## **Heather Lloyd-Martin, President and CEO of SuccessWorks:**

"I frequently organize and moderate panels for the Direct Marketing Association and other organizations. I have worked with Mike Moran for over six years and he is one of my favorite (and most reliable) speakers. Mike has the amazing ability to make complex issues easy to learn and assimilate. His presentations consistently score well with different types of audiences—from beginners with no foundational knowledge to C-level executives wanting to learn the latest trends. Audience members don't just learn when Mike speaks—they want to learn more. That's the mark of a great speaker—one that gets people excited about the topic and inspires them to dig deeper. I highly recommend Mike as a keynote, solo, or panel presenter. He's really that good!"

## ***3 Most Requested Topics***

### *Tracking Social Media ROI:*

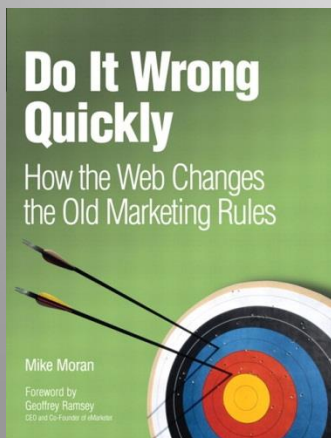
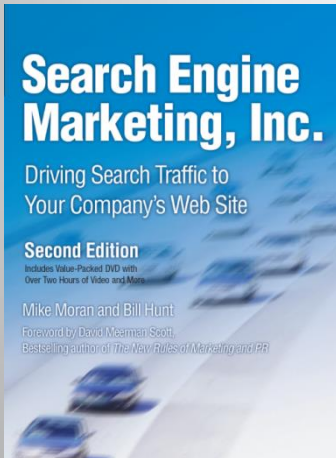
Everyone's talking about social media, but how do you know it is worth your precious marketing dollars, or even worth your time? Learn how virtually any business can use direct marketing principles to track its customer leads and sales from social media, whether those sales occur online or offline.

### *Do It Wrong Quickly: How the Web Changes the Old Marketing Rules:*

If you've been struggling with how your company can take advantage of the Web, or how you can convince others at your company to give it a try, learn how to apply what you already know about marketing to the brave new world of Internet marketing. Despite all the changes, Web marketing is still marketing.

### *Five Things You Need to Know about the New Google Search:*

It's not your father's Google anymore. If you're still dutifully optimizing your title tags and checking your rankings, you're behind the curve. It's not that those things don't matter anymore--it's that so many other things matter, too. In just the last two years, Google has introduced a world of changes to organic search that have upended the way people search and the results they get. What marketers must do to stay in front of searchers has changed, too. Don't keep running the same SEO campaigns that worked in 2010, because they might not work now. Find out what has changed in Google Search so that you can change, too.



# “Do It Wrong Quickly”

## Partial Client List

3M

Consumer Reports

Forrester

IBM

IEEE

Intel Corp.

Johnson & Johnson

Kohler

Motorola

Nordea

Oracle

Panasonic

Pearson

Schlumberger

Siemens

Walmart



# Mike Moran

## What Others Have to Say



“Mike is an excellent speaker on social media and digital marketing. I hired Mike for a Sales Meeting at Panasonic, and he provided a compelling and entertaining presentation to our audience of Sales & Marketing professionals on how to develop the strategy and get started on using social media for B2B sales. Mike was extremely professional during the preparation for the event, and made sure to develop material that was in line with the goals of our meeting. On the day, he arrived early and was willing to run over his time to answer many questions from the audience. Feedback from the participants has been very positive. I have also seen Mike speak at BMA and MENG events, and he always has an interesting perspective to share. I will definitely call on Mike again for his expertise.”

**Steve Cummins, Director of Marketing at Panasonic Electric Works Corp. of America**

“Mike Moran generated so much energy in the room as he delivered his pitch on Digital Marketing to my team of Services Sales and Technology experts that the room became noticeably warmer. His passion and delivery on the subject created emotional extremes...anxiety (I’m late/we’re late!) to elation (This guy really gets it and now I do too!). I highly recommend listening to Mike on this topic he so thoroughly commands.” **Jorge Duron, VP Global Services, Motorola Mobility, Inc.**

“I have contracted with Mike Moran to present at a couple different venues to digital leaders and teams. Mike has a great level of knowledge and expertise in digital technologies, work process and management. His level of expertise and his casual presentation style make for the perfect combination. I always feel motivated, with a greater level of strategic clarity after a Mike Moran presentation.” **Deanna Winslow, Global Dow.com Leader at Dow Chemical Company**

Mike serves as Senior Strategist for Converseon, a leading digital media marketing agency based in New York City. Mike focuses on development of Converseon’s Conversation Miner product as well as helping Converseon’s key clients with search marketing, social media marketing, and the cultural transformation that Internet marketing demands.

Prior to this position, Mike spent 30 years at IBM, rising to Distinguished Engineer, an executive-level technical position. Mike held various roles in his IBM career, including eight years at IBM’s customer-facing Web site, [ibm.com](http://ibm.com), most recently as the Manager of [ibm.com](http://ibm.com) Web Experience, where he led 65 information architects, Web designers, Webmasters, programmers, and technical architects around the world.

To book Mike for your next event,  
contact Eileen at

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