

Name: Matt Goddard

Title: Principal

Company: R2integrated

Matt Goddard leads R2i's strategic direction while providing valuable support to client digital marketing projects. Matt's understanding of social network theory is frequently called upon by R2i clients and partners as they develop their short and long term strategic plans. Prior to his work with R2i, Matt was co-founder of Impreza, a leading digital marketing and technology firm. After the acquisition of Impreza by Sinclair Broadcast Group (SBGI), Matt began R2i. Building on his expertise with traditional creative services, brand strategy, and online communications, R2i incorporates next-generation Web 2.0 methods and technologies to engage an increasingly media-dispersed population. Matt is also responsible for R2i ventures, a division of R2i that makes equity investments in start-up companies launching unique and innovative technologies.

Name: Susan Kearney

Title: Former CMO, Voxant

When it comes to technology marketing, Susan has done it all. As Chief Marketing Officer at Voxant, Susan created the strategy and managed the team that built an online news syndication network of over 30,000 web publishers and bloggers, representing more than 14 million monthly uniques. To do this, she employed online and new media techniques from search to paid media to viral advertising, blogging and social media. In addition, she lead the corporate marketing, product marketing, customer service and sales enablement teams. Before joining Voxant, Susan was President of her own firm, SalesTraction, where she helped tech companies - from startups to giants - grow revenue more aggressively and predictably. Her clients at SalesTraction included SAP, SuccessFactors, Netuitive, Unisys, SPSS, and Synegy. Before SalesTraction, Susan served in executive positions at Paragren Technologies, Oracle Corporation, and IRI Software. Kearney is a member of The CMO Club, MENG, and the Technology Marketing Alliance and has served in leadership positions with the NVTC and Women in Technology. In her spare time, she is Vice Chairman of the School Board in the City of Falls Church.

Name: Jen Krupey

Title: Director, Marketing Services

Company: Viget Labs

Jen is Director of Marketing Services for Viget Labs. Previously, Jen worked as Director of Client Services at TIG Global, where she was responsible for clients' online strategy spanning website design and functionality, paid/organic search, analytics and revenue management. She's led marketing teams while

working directly with creative and technical teams to ensure campaigns met clients' brand and revenue objectives. Jen first got a taste for the web world during the dot-com boom when she helped varsitybooks.com grow from a grassroots vendor to a major online seller of college textbooks. She also brings offline expertise to the table thanks to her experience at GMMB, an integrated communications firm headquartered in DC, where she coordinated the development of paid advertising and promotional pieces for a variety of clients.

Name: Brian Reed

Title: CMO

Company: Boxtone

As BoxTone's Chief Marketing Officer, Brian Reed brings more than 16 years of experience in strategy, product management, and marketing in the technology industry. Brian oversees the strategic direction and positioning of BoxTone, including market strategy, go-to-market activities, product marketing, product management and marketing communications. Prior to BoxTone, Brian was a marketing executive at Cesura and FormScape (now BottomLine Technologies), DataDirect Technologies (now Progress Software), MERANT and INTERSOLV. Brian is also founder and principal of ReedCMOAdvisory -- a boutique firm focused on creating category leaders and revenue machines, acting as an advisor to several technology companies and currently serving on the Board of Directors of two early stage companies. Brian is a BME/EE graduate of Duke University and a member of the CMO Council.

Name Katie Hanusik (moderator)

Title: Vice President

Company: SpeakerBox

Bio (3 paragraphs maximum) Katie Hanusik brings a strong combination of business development, public relations and marketing experience to her role as Vice President, Business Development at SpeakerBox. She manages business development efforts for the firm, leveraging her more than fifteen years of experience in the business community, and past positions working for a national advertising agency and integrated marketing company. Katie takes a unique approach with her clients, identifying early what clients are trying to accomplish, and building an appropriate program that helps them to meet their goals. She is active in Women in Technology (WIT) and serves as the Chair of the Technology SIG. Prior to joining SpeakerBox, Katie worked for organizations such as ENC Marketing, the Robert F. Kennedy Memorial, and Young & Rubicam, an advertising agency in New York City. Katie earned her BA from Duke University.