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Virtual Conference
& Expo

November 13, 2008

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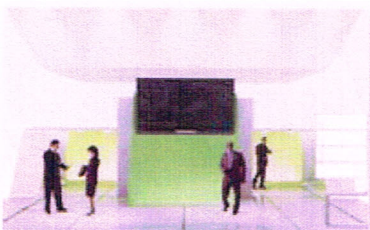
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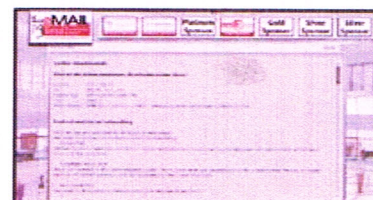
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ATTENDEE IN-SHOW SUPPORT

Help Link:

Our webcast producer, On24, provides an omnipresent help link available on every page within the virtual show. A simple click provides you with a snapshot of the requirements for the optimal user experience as well as a quick reference guide to areas of interest. Support e-mail addresses and an extensive knowledgebase and FAQs are also available.



E-mail Contact:

Should the information on the help link not be sufficient, our AAeM staff provides real-time support via e-mail for all attendee problems. The link can be found in the help desk in the plaza within the virtual show.



Dear Attendee:

Welcome to eMarketing & Commerce magazine's first All About eMail Virtual Conference & Expo.



We are very excited to bring you this unique event right to your computer. Today we'll offer you great virtual presentations from 12 e-mail industry leaders. They'll discuss strategies, tips and viewpoints on how to best create, implement and deliver e-mail campaigns for marketing, customer service and other purposes.

We also have a virtual exhibit hall where you can chat with leading-edge vendors about their latest products and the services they can offer you, win a coupon for free coffee or ice cream, or try your luck at a raffle drawing. We also have a virtual networking lounge, where you can conduct live chats during the day with industry leaders.

The Conference Program

The program's content has been designed especially for the unique challenges business-to-consumer and business-to-business e-mail marketers are facing in today's tough economic climate.

Our keynote, "Get Relevant! The Social and Portable Inbox: Optimizing E-mail Marketing in the New Era of Communication Tools," will be presented by David Daniels, vice president and research director of JupiterResearch.

Other sessions include:

- 28 SureFire Tips for Making Your Trigger E-mail Program a Success, presented by Amy Africa, president and chief imagin-8-tor of Eight by Eight
- Making Sense of E-mail Metrics, a panel presented by Al DiGuido, CEO of Zeta Interactive; Ernie Vickroy, marketing operations director for Time Inc.; and Jeff Mills, director of sales and strategy for eROI
- 3 Goals of E-mail Creative: Design for Deliverability, Design for Response, and Design for Testing, a panel presented by Jordan Ayan, CEO of SubscriberMail; Andy Goldman, vice president and group planning director/solutions lead for Rapp; and Bill Baird, president of Baird Direct Marketing
- List Building: Best Practices, a panel session presented by Arthur Middleton Hughes, senior strategist for e-Dialog, and Reggie Brady, president, Reggie Brady Marketing Solutions
- Live Chat: CAN-SPAM with Jerry Cerasale, senior vice president of government affairs for the Direct Marketing Association
- Live Chat: Deliverability Tactics with Charles Stiles, vice president of worldwide business development at Goodmail

A Special Thank-You to Our Sponsors

We'd also like to thank our sponsors, Silverpop, Tableau Software and Return Path. Without their generous support we would not have been able to put on this unique event.

Technical Questions

We have gone to great lengths to make this virtual trade show an easy and enjoyable experience for all of our attendees. If you have any technical difficulties, however, you can troubleshoot by clicking on the "Help" button available on every page of the show. You can also use the "Ask a Question" box at any time throughout the day.

We are excited about all the features this unprecedented event has to offer you and hope you will take home lots of practical solutions to help you excel in your businesses.

Enjoy!



Melissa Campanelli
Editor-in-Chief
eMarketing and Commerce, eM+C

Exhibitors

Silverpop

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Silverpop is a premier e-mail service provider delivering on-demand, Web-based software solutions for enterprise-level organizations worldwide. Its software-as-a-service approach allows marketers to create, automate and execute lifecycle multi-channel marketing campaigns that are timely, relevant and measurable.

Tableau Software

400 North 34th Street, Suite 200
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Tableau Software allows anyone to powerfully analyze e-mail data using easy drag and drop visual analytics. Tableau allows marketers to dive deep into all types of data, quickly analyze e-mail performance and easily determine ROI on marketing efforts. Visit our booth to learn more and automatically be entered to win a iTunes gift card.

Return Path

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www.returnpath.net



Founded in 1999, Return Path helps commercial e-mail senders get more e-mail delivered to the inbox. Our tools and services give senders the tools and insight to diagnose and prevent e-mail deliverability and rendering failures by improving and maintaining their e-mail sending reputations. Return Path works with both the sending and receiving communities to bring transparent standards to e-mail delivery and filtering. Return Path runs the Internet's most widely used third-party whitelist, Sender Score Certified.

JupiterResearch

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JupiterResearch, a Forrester Research company, provides unbiased research, analysis and advice, backed by proprietary data, to help companies profit from the impact of the Internet and emerging consumer technologies on their businesses.

eM+C



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eM+C is the bimonthly magazine and Web site dedicated to the digital revolution. Each issue provides actionable, strategic information about emerging digital technologies to help marketers reach more people, market more effectively and ultimately increase revenue online. We also transmit two weekly e-newsletters, *eM+C Weekly* and *All About eMail*, both dedicated to bringing readers a plethora of timely news, tips and features.

The E-mail Campaign Archive















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The E-mail Campaign Archive is a library of thousands of promotional e-mails. We gather vital information about e-mail campaigns and the companies that send them.

Conference Agenda At-a-Glance

Time (ET)	Session	Speaker(s)
11:00 – 11:30 a.m.	Orientation and Profile Building	
11:30 a.m. – 12:15 p.m.	<p>Keynote Address: Get Relevant! The Social and Portable Inbox: Optimizing E-mail Marketing in the New Era of Communication Tools</p> <p>Sponsored by: </p>	<p> David Daniels Vice President & Research Director JupiterResearch</p> <p> Moderator: Melissa Campanelli Editor-in-Chief eMarketing + Commerce</p>
12:15 p.m.	<p>On-demand Conference Sessions: 3 Goals of E-mail Creative: Design for Deliverability, Design for Response, and Design for Testing</p> <p>Sponsored by: </p>	<p> Jordan Ayan CEO SubscriberMail</p> <p> Andy Goldman VP, Group Planning Director Rapp</p> <p> Bill Baird President Baird Direct Marketing</p> <p> Moderator: Melissa Campanelli Editor-in-Chief eMarketing + Commerce</p>
	List Building: Best Practices	<p> Arthur Middleton Hughes Senior Strategist e-Dialog</p> <p> Reggie Brady president Reggie Brady Marketing Solutions</p> <p> Moderator: Hallie Mummert Editor-in-Chief Target Marketing</p>
12:15 – 1:00 p.m.	<p> Coffee Break in Exhibit Hall – First 100 people who enter will receive a \$5 Dunkin Donuts Gift Card!</p>	<p>Sponsored by:  E-mail Campaign Archive Powered by The WHO'S MAILING WHAT! Archive</p>
1:00 – 2:00 p.m.	<p>Conference Session with Q&A: 28 SureFire Tips for Making Your Trigger E-mail Program a Success</p> <p><i>*Text-based chat following session in the Networking Lounge</i></p>	<p> Amy Africa CEO Eight by Eight E-Commerce Marketing Solutions</p> <p> Moderator: Melissa Campanelli Editor-in-Chief eMarketing + Commerce</p>

Conference Agenda At-a-Glance

2:30 – 3:15 p.m.	<p>Live chat – CAN-SPAM Join in on the conversation!</p>	 <p>Jerry Cerasale Senior Vice President, Government Affairs Direct Marketing Association</p>  <p>Moderator: Melissa Campanelli Editor-in-Chief <i>eMarketing + Commerce</i></p>
3:15 – 3:45 p.m.	 <p>Ice Cream Break in Exhibit Hall First 100 people who enter will receive a coupon for a Free Pint of Ben & Jerry's Ice Cream!</p>	<p>Sponsored by:</p>  <p>E-mail Campaign Archive Powered by The WHO'S MAILING WHAT! Archive</p>
3:15 p.m.	<p>Encore Presentation of Keynote Available on-demand in auditorium</p>	 <p>David Daniels Vice President & Research Director JupiterResearch</p>  <p>Moderator: Melissa Campanelli Editor-in-Chief <i>eMarketing + Commerce</i></p>
4:00 – 5:00 p.m.	<p>Conference Session with Q & A: Making Sense of E-mail Metrics</p> <p>Sponsored by: </p>	 <p>Jeff Mills Director of Sales and Strategy eROI</p>  <p>Al DiGuido CEO Zeta Interactive</p> <p>Ernie Vickroy Marketing Operations Director Time Inc.</p>  <p>Moderator: Melissa Campanelli Editor-in-Chief <i>eMarketing + Commerce</i></p>
5:00 – 5:45 p.m.	<p>Live chat – Deliverability Tactics Join in on the conversation!</p>	 <p>Charles Stiles Vice President of Worldwide Business Development Goodmail</p>  <p>Moderator: Paul Miller Editor-in-Chief, <i>Catalog Success</i> Editorial Director, <i>eMarketing + Commerce</i></p>
5:45 p.m.	<p>Raffle Drawing in the Exhibit Hall One lucky exhibit hall attendee will be randomly selected to choose your prize! Choices include, Apple iPod touch, Bose Radio, \$500 Gas Card, GPS Portable Navigation System or Xbox 360.</p>	

Virtual Floor Plan



Conference Agenda

11:30 a.m. - 12:15 p.m.

Keynote Address: Get Relevant! The Social and Portable Inbox: Optimizing E-mail Marketing in the New Era of Communication Tools

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The future of interactive messaging is upon us. The rising popularity of social messaging sites and synchronous forms of communication including text messaging and cell phone use are beginning to impact e-mail use volume and effectiveness. Year over year, the number of consumers saying they made purchases inspired by e-mail marketing is down. Emerging communication patterns suggest consumers' attention to and time spent in the inbox are diminishing, which greatly underscores the need for marketers to get relevant and to rapidly adopt best practices. Attend this event and hear the latest best practices and research in the field from JupiterResearch's leading e-mail marketing analyst David Daniels on his latest research and findings as they pertain to this important topic.

Speaker: David Daniels, Vice President and Research Director, JupiterResearch

Moderator: Melissa Campanelli, Editor-in-Chief, eMarketing + Commerce

12:15 - 1:00 p.m.

Coffee break in Exhibit Hall

First 100 people who enter the exhibit hall will receive a \$5 Dunkin Donuts Gift Card!



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12:15 p.m.

ON-DEMAND PRESENTATIONS AVAILABLE

3 Goals of E-mail Creative: Design for Deliverability, Design for Response, and Design for Testing

When it comes to designing e-mail campaigns, e-mail marketers have to keep three things in mind: deliverability, response and testing. This session will offer best practices in all of these design disciplines.

Speakers: Jordan Ayan, CEO, SubscriberMail
Andy Goldman, VP, Group Planning Director, Rapp
Bill Baird, President, Baird Direct Marketing
Moderator: Melissa Campanelli, Editor-in-Chief, eMarketing + Commerce

List Building: Best Practices

Having a solid list of contacts is one of the most important factors in determining the success or failure of an e-mail marketing campaign. This session will offer you strategic best practices in helping you build and retain a productive list.

Speakers: Arthur Middleton Hughes, Senior Strategist, e-Dialog
Reggie Brady, President, Reggie Brady Marketing Solutions

Moderator: Hallie Mummert, Editor-in-Chief, Target Marketing

1:00 - 2:00 p.m.

28 SureFire Tips for Making Your Trigger E-mail Program a Success

Trigger e-mails may well be the greatest thing since sliced bread. They're more likely to be delivered than thrust e-mails, and they perform much better, too. The best thing about them? Very few companies use them, and only a handful do them well. In this fast-paced session, you'll find out how you can develop a trigger e-mail program for your company without breaking the bank. You'll see what's working, and what's not.

You'll take away:

- Lessons learned from the 8 triggered e-mails that perform the best
- 5 elements every highly successful triggered e-mail needs, and the one that makes the most difference
- 8 copy and design tips for your trigger e-mails
- 7 things you simply must measure that nobody ever tells you

Speaker: Amy Africa, President and Chief Imagin-8-tor, Eight by Eight
Moderator: Melissa Campanelli, Editor-in-Chief, eMarketing + Commerce

Conference Agenda

2:30 - 3:15 p.m.

LIVE CHAT: CAN-SPAM

CAN-SPAM has been in existence since 2003, but many e-marketers still don't fully understand it. In addition, the FTC just passed some new rules around it, which marketers are unsure of as well. Do you have any questions about CAN-SPAM? If so, visit with our expert in this live e-chat to get all of your questions answered about following the law – and doing good business while you are at it.

Speaker: Jerry Cerasale, Senior Vice President of Government Affairs, The Direct Marketing Association

Moderator: Melissa Campanelli, Editor-in-Chief, *eMarketing + Commerce*

3:15 - 3:45 p.m.

Ice cream break in Exhibit Hall

First 100 people who enter the exhibit hall will receive a coupon for a Free Pint of Ben & Jerry's Ice Cream!



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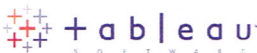
3:15 p.m.

Encore Presentation of Keynote
(available on-demand in auditorium)

4:00 - 5:00 p.m.

Making Sense of E-mail Metrics

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What are the strengths and weaknesses of common e-mail marketing metrics? How can you improve your own open rates? What counts as a "good" rate? How do

you know if your reports might be leading you to draw the wrong conclusions about your e-mail's performance? These and other questions will be answered in this session.

Speakers: Al DiGuido, CEO, Zeta Interactive
Jeff Mills, Director of Sales and Strategy, eROI
Ernie Vickroy, Marketing Operations Director, Time Inc.

Moderator: Melissa Campanelli, Editor-in-Chief, *eMarketing + Commerce*

5:00 - 5:45 p.m.

LIVE CHAT: Deliverability Tactics

Deliverability remains one of the most important challenges for e-mail marketers. In order to succeed with e-mail marketing, marketers need to take all the proper steps to increase their ability to get into that all-important inbox. Visit with our expert in this live e-chat to get all of your questions answered about this important part of e-mail marketing.

Speaker: Charles Stiles, Vice President of Worldwide Business Development, Goodmail

Moderator: Paul Miller, Editor-in-Chief, *Catalog Success* and Editorial Director, *eMarketing + Commerce*

5:45 p.m.

Raffle Drawing in Exhibit Hall

One lucky exhibit hall attendee will be randomly selected to choose your prize! Choices include, Apple iPod touch, Bose Radio, \$500 Gas Card, GPS Portable Navigation System or Xbox 360.

Speaker Bios



AMY AFRICA is the president and chief imagin-8-tor of Eight by Eight, a Williston, Vt.-based Web design, Web usability and e-commerce consultancy. She has been in the forefront of Web usability studies, Web design improvement and successful e-commerce for more than 13 years. Amy has been widely published in industry magazines and e-zines. An engaging, entertaining speaker, she has been featured at Web conferences around the globe. Her depth of knowledge, backed by intensive field testing and Web user studies, has earned her the reputation of a voice to be heard on Internet topics ranging from site improvement, traffic building and SEO to analytics and e-mail marketing.



JORDAN AYAN is CEO/founder of SubscriberMail, one of the leading e-mail marketing companies that provide permission-based marketers with services and tools to develop and deliver e-mail communications. The firm has served many leading organizations including Harley-Davidson, Philips, AC Nielsen, Brunswick, and a broad variety of entrepreneurial and startup organizations. Jordan has more than 20 years of experience in direct and database marketing working for the leading firms in the field. During his tenure as a vice president at Dun & Bradstreet, he developed and launched a new business that provided companies with the ability to search a nationwide database of consumers. It was D&B's first online consumer venture and was sold for \$50 million after three years in business. The product structure pioneered online information searching and is the foundation of most of the Web-based directory products online today. Jordan's success in business is deeply tied to his belief in the power that creative thinking can have in bringing about dramatic organizational growth. He has written three books on the subject including the best-seller "Aha! 10-Ways to Free Your Creative Spirit and Find Your Great Ideas" (Random House). Jordan has applied creativity to building several businesses and holds a patent for a fundamental aspect of online e-mail marketing. He is a frequent keynote speaker on the topics of creativity and Internet technology and e-mail marketing.



BILL BAIRD is a leading subscription marketing consultant for publishers on the Web. His clients include The Motley Fool, Consumerreports.org, NetDetective.com and EdWeek.org. He is also the creator of SPARKwatch, a private industry intelligence service, which identifies emerging breakthrough marketing strategies before they become widely known.



REGGIE BRADY is president of e-marketing and direct marketing consultancy Reggie Brady Marketing Solutions. Brady is a leading authority on Internet direct marketing and brings an extensive background in interactive and direct marketing to her practice. Her company provides e-mail marketing, direct marketing and integrated marketing consulting services, including strategic planning, enterprisewide privacy policy development, permission list building, new business development, traditional and interactive marketing, and analysis.



MELISSA CAMPANELLI is editor-in-chief of *eMarketing + Commerce*, *eM+C*, a Target Marketing Group publication, which launched with the September/October 2007 issue. Prior to becoming editor-in-chief of *eM+C*, Melissa spent 10 years at *DM News*, where she was first a senior editor and then deputy editor. She also is a leading expert in small business e-commerce and author of the books "Entrepreneur Magazine's Click Starts: Design and Launch an Online Boutique in a Week," "Entrepreneur Magazine's Open an Online Business in 10 Days" and "Start Your Own e-Business."



JERRY CERASALE is senior vice president of government affairs for the Direct Marketing Association. In this role, Cerasale represents the multichannel marketing community's policymaking interests on Capitol Hill and before key federal agencies, including the U.S. Postal Service and the Federal Trade Commission. Cerasale began his legal and government relations career in the USPS's legal department. He served for 12 years at the Postal Rate Commission in a number of advisory roles, including seven years as legal adviser to PRC Chairman Janet Steiger. He then became attorney/adviser to FTC Chairman Janet Steiger. Immediately before joining DMA in 1995, Cerasale was deputy general counsel for the U.S. House of Representatives Committee on Post Office and Civil Service. Currently, Cerasale is secretary/treasurer of The Mailers Council's Board of Directors. He has also been a member of FTC's Advisory Committee on Online Access and vice chairman of the Postal Matters Subsection of the Administrative Law and Regulatory Practice Section of the American Bar Association. Cerasale holds a juris doctorate from the University of Virginia School of Law and a bachelor's degree in government and economics from Wesleyan University. He served in the U.S. Army from 1970 to 1972.

Speaker Bios



DAVID DANIELS is vice president and research director for JupiterResearch's CRM, Retail, Travel, Health, Site Operations, Web Globalization, SMB Marketing and Email Marketing practice areas.

Daniels is intimately familiar with the challenges and successes of digital marketing. David's research studies on e-mail marketing are familiar and cited throughout the industry. With 20 years of experience in direct-to-consumer marketing, Daniels is recognized as a thought leader in his domain and is frequently quoted in *The Wall Street Journal*, *The New York Times* and other major media outlets. Outside of his work with JupiterResearch, Daniels is the founder of the E-mail Measurement Accuracy Coalition, which was recently acquired by the email experience council. David is an adviser to a variety of industry organizations including the eec, AOTA and Email Insider Summit. Daniels is co-author of the upcoming Wiley Publishing book "Email Marketing, An Hour A Day" with Jeannine Mullen. Prior to joining JupiterResearch, Daniels served as president of his own consulting firm and held senior level positions at Apple Computer, Urban Outfitters/Anthropologie, MicroWarehouse and Genesis Direct/ProTeam.



AL DIGUIDO is chief executive officer of Zeta Interactive. He is long recognized as one of the direct response industry's premier innovators and a pioneer in e-mail communications. Al has more than 20 years of marketing, sales, management and operations expertise that he brought to his role as former CEO of Epsilon Interactive. Previously he served as CEO of Bigfoot Interactive, CEO of Expressive Engines, EVP at Ziff-Davis and publisher of Computer Shopper, where he launched ComputerShopper.com, a groundbreaking direct-to-consumer e-commerce engine. Prior to Ziff-Davis, he was VP/advertising director for Sports Inc. DiGuido also serves on the Direct Marketing Association's Ethics Policy Committee. Al is also founder and president of Al's Angels, an organization whose primary mission is to actively support existing charitable programs—including Safe Horizons, Bread & Roses, Stockings with Care, The Sunshine Kids, St. Christopher Otilie and The Tomorrows Children's Fund—that provide assistance to children and families suffering hardships relating to life-threatening illnesses or conditions.



ANDY GOLDMAN is vice president, group planning director at Rapp, where he brings more than 10 years of interactive marketing and advertising experience. He focuses on channel strategy across the core digital dialogue media of e-mail, RSS, mo-

bile and social networking. For the past three years, in addition to getting married and living in Brooklyn Heights, he worked at Ogilvy & Mather building WPP's first ever dedicated Email and Digital Dialogue Marketing Practice. This new group of Ogilvy's Consulting unit routinely consulted for flagship clients like American Express,

Kodak, SAP, Cisco Systems, IBM, Mirapax, Unilever Foods, Kraft, British Airways, Continental Airlines and Sears Holdings Corp. Andy led team solutions around e-mail technology, direct-digital creative, database management, audience targeting, and Web-based relationship marketing and retention strategies. During his tenure at Ogilvy, Andy became increasingly more active and exposed to the digital media industry events circuit. He continues to speak at well-known conferences through OMMA, DMA, AdAge and Email Insider's Summit programs through the email experience council, which he was an original member. Prior to joining Ogilvy, Andy was an independent consulting lead for media integration on Vonage at MPG's Media Contacts interactive marketing group and spent more than three years in Draft Worldwide's digital marketing group, working on data-driven direct response programs for Verizon, Audi of North America, Maserati, United Healthgroup, Monster.com and Bank of America.



ARTHUR MIDDLETON HUGHES is senior strategist at e-Dialog. He advises e-Dialog staff and clients on profitable strategies for using e-mails in their marketing programs. He has been designing and maintaining marketing databases for Fortune 500

companies and others for the past 20 years. His database experience includes wired and wireless telephone companies, insurance, banks, catalogers, pharmaceuticals, package goods, software and computer manufacturers, resorts, hotels, automobiles, and non-profit fundraisers. He is the author of seven database marketing books including "Strategic Database Marketing 3rd.Ed." (McGraw Hill 2006). With e-Dialog CMO Arthur Sweetser, they are the authors of the forthcoming book: "Email Marketing Strategy: Hunting or Farming" (RACOM 2009). Arthur's articles appear regularly in leading industry publications. He has been a key speaker at marketing conferences in the U.S., Canada, U.K., Japan, Taiwan, Australia, New Zealand, Brazil, Venezuela, Columbia, Malaysia, Thailand and Portugal.



JEFF MILLS is director of sales and strategy for eROI. Jeff brings significant experience in consumer behavior, marketing strategy and product development to eROI. He has a proven track record of exceeding client expectations in understanding

market opportunities, analyzing data for actionable next steps, and providing valuable insight for avoiding costly pitfalls. Mills' work has generated significant ROI for his clients. Prior to joining eROI, he worked as a project manager for Gartner Inc. in the company's primary research organization, focusing on end-user and decision-maker market research for high-tech clients, including Microsoft, HP, IBM and EDS. Mills was also responsible for revamping e-marketing strategies for panel leads generation and registration for 200,000 panel registrants.

Speaker Bios



PAUL MILLER, a 22-year veteran editor, writer and reporter in the catalog and direct marketing trades, is editor-in-chief of *Catalog Success* and editorial director of its sister publication, *eM+C*. He was an editor with the publication formerly known as *Catalog Age* from 1986 to 2004 and a former catalog marketing consultant.



HALLIE MUMMERT is editor-in-chief of *Target Marketing*, a monthly magazine and online publishing operation dedicated to strategies for profitable direct marketing. She oversees editorial direction and product development for all Target Marketing products including the weekly e-mail newsletter, *Tipline*. She also is the editorial director of *Inside Direct Mail*, a monthly magazine and Web site that provides research and analysis on proven techniques and new trends that shape U.S. direct mail campaigns. A graduate of Temple University with a bachelor's degree in journalism, Mummert has covered the direct marketing industry for more than a decade, specializing in database marketing, direct mail, postal issues and fulfillment.



CHARLES STILES is vice president of worldwide business development for Goodmail. He has more than 18 years experience in the use of technology in business environments. He was the former postmaster for America Online for 10 years, where he focused his efforts on improving the customer experience through a better use of technology in Member Services, the AOL Network

Operation Center and as postmaster for one of the largest e-mail systems in the world. He currently serves as the chairman of the board for the Messaging Anti-Abuse Work Group. Charles speaks frequently with industry analysts and at industry events, working closely with others to help generate a better understanding of the e-mail environment and potential solutions for a better consumer experience. Charles holds a bachelor of science in Computer Networking from Strayer University graduating Magna Cum Laude.

ERNIE VICKROY is marketing operations director for Time Inc. He has been involved in direct marketing for more than 25 years, starting as a telemarketing sales rep at Murray Roman's Campaign Communications Institute. He has been at Time Consumer Marketing for the past 12 years. During that time, Ernie managed outbound telemarketing, inbound telemarketing and – for the past seven years – e-mail marketing, for all of Time Consumer Marketing's magazine circulation efforts. Currently, his group manages more than 150 million annual marketing e-mails – acquisition, renewals, bills, partnership, Web site traffic-building e-mails – for magazines like *People*, *Time*, *Real Simple* and *Sports Illustrated*.



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