

## Biography – suitable for introductions

**Jeff Molander** is the leading authority on successful use of digital marketing. He's been advising and motivating business executives since 1997 and is an accomplished entrepreneur – having co-founded a marketing agency that is now the Google Affiliate Network and search marketing division of Publicis Groupe. Jeff is an author, passionate speaker, business blogger and professor of digital marketing at Loyola University's school of business. He also lectures to global corporations like Brazil's energy company, Petrobras.

But Jeff is best known for helping businesses take marketing away from being perceived as “the money *spenders*” and toward being rewarded as “the money *makers*.” Businesses trust his guidance to transform marketing budgets from routine *expenses* into strategic *investments*.

## Biography – Full



**Jeff G. Molander** is the authority on successful use of digital marketing and an accomplished entrepreneur in the digital marketing space. He co-founded a Web marketing agency that is now the Google Affiliate Network and search marketing division of Publicis Groupe. Jeff is an author, business blogger, Web video publisher and professor of digital marketing at Loyola University's school of business. Gerson Lehrman Group ranks Jeff a top 5 percentile Technology & Media consultant.

Jeff has been helping entrepreneurs, investors, trade associations, ad agencies, educators, multi-channel retailers and government agencies make smart investments in digital advertising and e-commerce since 1997 – specializing in performance-based interactive marketing strategies.

He is a syndicated writer, business blogger (the UK's [eConsultancy](#), Shop.org and [JeffMolander.com](#)), veteran podcaster, spirited Web video publisher and a regular, sought-after speaker at a variety of conferences and academic functions including ad:tech, the Direct Marketing Association, The National Retail Federation (Shop.org), Electronic Retailing Association and a variety of academic institutions such as the University of Chicago's Booth School of Business. Molander is regularly published in a variety of news, financial services, advertising and marketing journals including Business 2.0, Inc. Magazine, Forbes Small Business, MarketingSherpa, [SeekingAlpha.com](#), Internet Retailer Magazine, Catalog Success Magazine, DM News and is a regular columnist at Target Marketing Magazine. In 2010, he is slated to release *Ignorance Economy*, a book giving business owners and chief executives a means to dramatically improve return on digital marketing investments.

## Where Jeff Speaks

His '09-'10 speaking appearances include:

- Health Care New Media Marketing Conference, Chicago (6/10)
- Direct Marketing Association's Retail Marketing Conference, Orlando (5/10)
- Hy-Vee Inc. Corporate Director's Retreat, Scottsdale AZ (3/10)
- National Massage Therapist Association, St. Petersburg, (2/10)
- Craft and Hobby Association Convention, Anaheim, CA (1/10)
- International Hospitality & Tourism Mgmt. Conference., Kingston Jamaica, (12/09)
- International Biz & Economics Conference, Las Vegas NV, (11/09)
- International Journal of Arts and Sciences, Gottenheim, Germany, (11/09)
- South American Business Forum, Buenos Aires, Argentina, (10/09)
- Council of State Restaurant Associations keynote, Denver (7/09)
- Petrobras University (private event), Rio de Janeiro, Brazil (6/09)
- The WAA's Marketing Optimization Summit, San Jose (5/09)
- American Gemological Society's Conclave (Annl. Mtg.) (4//09)
- Business Marketing Association (3/09)
- Illinois Technology Association, Chicago (2/09)
- Direct Marketing Association: Leaders Forum, Naples, FL (2/09)
- University of Chicago Booth School of Business (1/28/09)
- Department of Homeland Security/FEMA Preparedness Summit, Chicago (1/09)
- Search Engine Strategies, Chicago (12/08)
- Loyola University Graduate School of Business, Chicago (6 and 11/08)
- Online Market World, San Francisco, CA (10/08)
- NRF/Shop.org Annual Summit, Las Vegas (9/08) *Top Rated Session!*
- Electronic Retailing Association Europe, Monte Carlo, Monaco (6/08)
- DMA's Annual Conference for Catalog & Multi-Channel Merchants, Orlando, FL (6/08)
- Search Engine Strategies, New York (3/08)