Search Marketing Industry Leader Mike Moran Joins SEMPO's Board of Directors

Veteran Search Marketing Author and Consultant Brings More Than
Three Decades of Digital Marketing Experience to SEMPO

WAKEFIELD, Mass.– Feb. 01, 2017 – SEMPO, the world's largest nonprofit organization serving the search and digital marketing industry and the marketing professionals engaged in it, announced today that Mike Moran, long-time search marketing author and consultant, has joined SEMPO's Board of Directors. He will be responsible for working with the SEMPO Board to drive strategies designed to increase industry awareness of website and on-site search.

"Mike's deep understanding of the search engine marketing industry, together with his digital marketing consulting background, further strengthens our outstanding Board," said Mike Gullaksen, president of SEMPO. "We are delighted to welcome Mike to the SEMPO Board."

Moran's appointment to SEMPO's Board of Directors is the industry veteran's latest accomplishment in an illustrious 35-year career in digital marketing and technology. His experience includes senior strategist positions with social media marketing consultancy Converseon, social data mining company Revealed Context, SEO software provider RankSense, and content marketing solutions firm SoloSegment. Previously, he worked for IBM for 30 years, rising to the level of Distinguished Engineer; and led the IBM product team that developed the first commercial linguistic search engine.

"I am honored to join SEMPO's Board of Directors," Moran said. "For more than a decade, SEMPO has set itself apart as the digital marketing industry's go-to resource for education, networking, and well-respected research. I look forward to reaching a new audience of website search professionals as part of SEMPO's expanding mission."

Author of the acclaimed book on internet marketing, *Do It Wrong Quickly*, and co-author, with Bill Hunt, of the best-selling book *Search Engine Marketing, Inc*., Moran also writes for Search Engine Guide, Biznology.com, and various other blogs. His latest book, *Outside-In Marketing*, co-authored with James Mathewson, helps content marketers use data-driven techniques to find and persuade their audience. He

teaches digital marketing at Rutgers Business School Exec Ed Online Mini-MBA™ program and is a Visiting Lecturer at the University of Virginia's Darden School of Business. He holds an Advanced Certificate in Market Management Practice from the Royal UK Charter Institute of Marketing and is certified as a Distinguished IT Specialist by The Open Group. Moran is also a Senior Fellow at the Society for New Communications Research and a Certified Speaking Professional in the National Speaker's Association.

SEMPO activities center on education, networking, and its well-respected research. To support its educational mission, the organization provides a webinar series, Chats with industry experts, and face-to-face education delivered at the local level through the SEMPO Cities initiative, which provides opportunities for members to network together throughout the world.

About SEMPO

SEMPO is a global non-profit organization serving the search and digital marketing industry and the marketing professionals engaged in it. Its purpose is to provide a foundation for industry growth through building stronger relationships, fostering awareness, providing education, promoting the industry, generating research, and creating a better understanding of search and its role in marketing. SEMPO includes thousands of professionals across 50 countries. The organization's mission is to represent the common interests of companies and consultants worldwide and provide them with a voice in the marketplace. SEMPO's education and outreach initiatives are funded in part by Google and Baidu. For more information or to join the organization, visit www.SEMPO.org.

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