



Access to Experts



Paul Gillin , Author and Consultant, New Media Technologies

Paul Gillin is a writer and content marketing consultant specializing in technology and new media. He advises business-to-business marketers on strategies to optimize their use of online channels to reach buyers cost-effectively at different stages of the buying cycle. He specializes in social media and the application of personal publishing to brand awareness and business marketing. Paul is a veteran technology journalist with more than 23 years of editorial leadership experience. He was founding editor-in-chief of TechTarget, one of the most successful Internet media companies. Previously, he was editor-in-chief and executive editor of Computerworld. His award-winning book, *The New Influencers*, chronicles the changes in markets being driven by the new breed of bloggers and podcasters. His next book, *Secrets of Social Media Marketing*, will be published in the fall of 2008. Paul is a Research Fellow at the Society for New Communications Research. He also chairs the Social Media cluster for the Massachusetts Technology Leadership Council. He blogs at www.paulgillin.com.

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