



## Mike Moran

President of Mike Moran Group

Author or co-author of three books on digital marketing, *Outside-In Marketing*, *Do It Wrong Quickly*, and the best-selling *Search Engine Marketing, Inc.*, Mike serves as President for Mike Moran Group, his consulting firm focused on AI, digital marketing, and software product management.

Previously, Mike served as the Chief Product Officer at SoloSegment, an AI-powered marketing technology company that predicted the right content for websites to show visitors based on purely anonymous information. Recently, Google admitted in court that the technique SoloSegment patented is its “secret sauce.”

Mike previously worked for IBM for 30 years, rising to the level of Distinguished Engineer. Mike has more than 30 years’ experience in search technology, led the IBM product team that developed the first commercial linguistic search engine in 1989, and has been granted 13 patents in search and retrieval technology. He led the integration of [ibm.com](http://ibm.com)’s site search technologies and served as product manager for IBM’s search and text analytics products.

Mike is also a Certified Speaking Professional in the National Speakers Association and a Senior Fellow for The Conference Board.