

Access to Experts



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Mike Moran is Program Director of The Conference Board Digital Marketing Strategy and Digital Leadership and Transformation Councils. Moran is an expert in digital marketing, search technology, social media, text analytics, machine learning, and web metrics, who, as a Certified Speaking Professional, regularly makes appearances worldwide. He is a member of the Board of Directors of the Search Engine Marketing Professional Organization (SEMPO). He serves as a senior strategist for Converseon, a leading digital media marketing consultancy based in New York City. Moran is also a senior strategist at SoloSegment, a marketing automation software and services firm.

Moran spent 30 years at IBM, rising to the executive-level technical position of Distinguished Engineer. He held various roles in his IBM career, including eight years at IBM's customer-facing website, ibm.com, most recently as the Manager of ibm.com Web Experience, where he led 65 information architects, web designers, webmasters, programmers, and technical architects around the world.

Moran is the co-author of the best-selling book *Search Engine Marketing, Inc.*, now in its third edition. Moran is also the author of the acclaimed internet marketing book, *Do It Wrong Quickly: How the Web Changes the Old Marketing Rules*, which was named one of the best business books of 2007 by the Miami Herald. His newest book is *Outside-In Marketing: Using Big Data to Guide Your Content Marketing* with co-author James Mathewson. Moran founded and regularly writes for [Biznology](http://biznology.com) as well as other blogs. You can learn more about Mike at his [website](#).