



## Utilizing Digital in a Down Economy: Predictions, Trends & Lessons Learned

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The outlook for nearly every sector of the economy has been dampened by the waves of banking and energy industry crises that have crashed on shores across the globe. The digital economy is still small relative to other industries and relative to the marketing budgets that point to broadcast and print. As marketers consider their options for 2009, what effects will the economy have on their budgets – and specifically on the digital channel?

### **MODERATOR**

*Emily Nagle Green, President and CEO, Yankee Group*

Emily Nagle Green is chartered with continuing Yankee Group's leadership in navigating the global connectivity revolution as the president and CEO. She also sits on the Board of Directors for Yankee Group. Before joining Yankee Group, Green was the CEO of Cambridge Energy Research Associates (CERA), the preeminent research and consulting firm in the energy sector, and led its sale in 2004 to IHS Energy. Previously, Green served for 9 years in leadership roles with the IT advisory firm Forrester Research, helping the company grow from a privately held boutique to a publicly traded market leader. From 2001 to 2003, she was managing director, Forrester Research North America; she also launched and built the company's European operations from 1998 to 2001. Green holds a B.S.L. degree in linguistics from Georgetown University and an M.S.E. degree in artificial intelligence and computer graphics from the University of Pennsylvania.

### **PANELISTS**

*Tom Anderson, CEO, Weymouth Design*

Tom Anderson is President and CEO of Weymouth Design, a 34-person interactive and graphic design agency. He joined the firm in June of 2006 after being a client for 23 years at Millipore Corporation. At Millipore, he was VP of Corporate Communications, responsible for branding and digital strategy. He developed one of the first websites in the Biotech-Pharmaceutical industry in 1994 and was editor and co-author of the first business book on Java, "Java for Business," Wiley, 1997. At Weymouth Design, he consults with key clients on branding and digital initiatives, nurtures talent and works with his team to grow the business. Clients include Wrigley, Merck, Titliest, RSA Security, First Act Guitars, the Harvard Medical School, Genzyme and a number of start-up and financial firms. The business is 60% interactive, 30% print ad 10 percent video and photography. Their offices are in Boston and San Francisco.

*Jere Doyle, President and Chief Executive Officer, Prospectiv*

Jere Doyle is Prospectiv's Founder, President and CEO. Jere founded Prospectiv in 1999, and since inception has provided the visionary leadership that has established the company as a leader in the online customer acquisition industry. Prospectiv, based in Wakefield, MA., provides customer acquisition solutions to leading pharmaceutical, consumer packaged goods, retail, education, personal finance and travel brands, helping them to build an in-house list of consumers interested in their products and services. An experienced entrepreneur, Jere has successfully built and operated several businesses and received a BS in marketing and finance from Boston College and an MBA from Harvard Business School.

*Ralph Folz, Global Chief Operating Officer, Isobar*

Ralph J. Folz is the Global Chief Operating Officer of Isobar, one of the largest digital marketing agencies in the world with over 3,500 people in 39 different countries and part of London based Aegis PLC. Folz is the Co-founder, of Molecular, Inc., a digital marketing consulting firm that designs and builds Internet-based solutions to help companies increase revenues and decrease operating costs. In May of 2005, Molecular was acquired by Isobar. Folz was responsible for building Boston based Molecular into one of the most respected digital marketing consulting firms in the United States. In 2006 and 2007, Folz continued his Molecular role under the umbrella of Isobar as well as took on corporate development responsibilities. In 2007, Folz led the acquisition of Bluestreak (ad-serving) by Isobar as well as played a key role in the acquisition of Ion Global. Folz holds a bachelor's degree in computer engineering from Syracuse University and a master's degree in software engineering from Boston University.

