

For Immediate Release

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New Research Study to Spotlight Impact of Corporate Internet Strategists

Internet Strategy Forum partners with Aquent to survey role of Internet strategist in American businesses for the first time

Portland, OR—June 7, 2005—Internet Strategy Forum is partnering with Aquent, the marketing and creative professional services firm, to conduct the first research study in the United States to examine the role of in-house Internet strategists—the people who drive overall Internet strategy from within medium-to-large organizations—translating business objectives into initiatives that can best leverage the power of the Internet. The scope, structure, influence, education and salary levels of these executives will be studied using a 25-question survey designed to collect data from current and prospective members of the Internet Strategy Forum throughout the Pacific Northwest.

The results of the study will be reported at the Internet Strategy Forum's annual Executive Summit conference on July 14, featuring MIT Center for eBusiness chairman and researcher Glen Urban. All registered Executive Summit attendees will be provided with a copy of the final report. The study will provide business executives with critical data about the role of Internet strategy professionals. Little research has been done on this relatively young profession compared to more established professions such as marketing, sales and Information Technology.

Steve Gehlen, founder of the Internet Strategy Forum, says of the research, "I realized after talking with many of our members that there is no other place to get this kind of information. Traditional marketing and Information Technology surveys have not addressed the Internet strategist role directly. This survey, like the Internet Strategy Forum itself, was created from the ground-up to address the needs of the in-house Internet strategy profession."

Internet Strategy Forum Partners

The research will be underwritten by Aquent LLC, the only marketing and creative professional services firm specializing in helping its clients increase their internal capacity to execute marketing and communications through people, process and technology, visit <http://www.aquent.com> for more information. Elaine Spooner, Internet Strategy Forum Board Member, managed the survey project. Riley Research Associates, the co-designer of the survey, will be responsible for data analysis and reporting. Wallingford Research & Design will host the survey on a proprietary Web survey platform.

About the Internet Strategy Forum

The Internet Strategy Forum is a non-profit professional association dedicated to peer networking, information exchange, professional development, research and thought leadership among senior Internet decision-makers at medium-to-large organizations across multiple industries. For more information, visit www.internetstrategyforum.org.

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