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**Internet Strategy Forum Opens to International Membership, Focuses on Global Issues at Executive Summit Conference**

Experts from Google, Symantec, IBM, India-based Wipro Technologies and Others Share Insight on Developing a Winning Global Web Presence

**Portland, Ore. — June 8, 2006** — Today, the Internet Strategy Forum (ISF) announced it will respond to significant worldwide interest and begin accepting its first international members. The organization, which provides networking opportunities and professional development for corporate Internet decision-makers, also announced its third-annual ISF Executive Summit conference, themed "Global Perspectives: Strategies to Maximize Worldwide Impact via the Internet." The event, to be held July 13th in Portland, OR, will feature keynote speaker Erin Hintz, VP of Worldwide Consumer Marketing at Symantec Corp., as well as expert presenters from Google, IBM, India-based Wipro and others.

The organization, which currently has a targeted membership of approximately 250 top web strategists in the U.S., has an international waiting list of more than 75 prospective members from more than 15 countries. Inquiries have included executives from AOL UK, the Italian Ministry of Communications, Nokia, Tele Atlas and many others.

"The Internet Strategy Forum is a prime example of the idea that, with the advent of the Internet as a business platform, all organizations are global whether they are ready to be or not," said Steve Gehlen founder of the ISF. "Internet globalization pioneers such as Google, IBM, Symantec and Wipro can be thanked for that."

"The Internet has leveled the international business playing field in an unprecedented way," said John Yunker, President & Chief Analyst of Byte Level Research, a leading Web globalization consulting firm and Executive Summit speaker. "Whether a company is currently multinational, sees global

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expansion on the horizon or is simply aware that global awareness gives any business an edge today, the Executive Summit will provide a needed forum for marketing and IT strategists to share ideas that can take their web presence to the next level.”

The list of presenters slated to-date for the 2006 ISF Executive Summit is as follows:

- Erin Hintz, VP of Worldwide Consumer Marketing at Symantec Corp., will offer the keynote address.
- Adam Freed, Director of International Product Management at Google, Inc., will discuss the company’s tactics for driving its brand and offerings out to the international marketplace.
- David Leip, Chief Technology Officer for ibm.com, will provide key technical insights about running a global corporate web presence.
- Mehernosh "Mike" Pithawalla, CIO (North America) for Wipro Technologies, a company ranked 4<sup>th</sup> worldwide in market capitalization of IT services, will provide perspective on approaches taken by his non-U.S.-based company to win on the web globally.
- Special guest Rey Ramsey, CEO of One Economy Corp., a multi-national nonprofit that brings broadband connectivity to low-income areas worldwide, and current past Chairman of Habitat for Humanity International, will address global web adoption and other trends.
- Atakan Cetinsoy, Vice President, Business Products for innovative digital music provider MusicStrands, and formerly with the Apple iTunes group, will discuss the digital media revolution and related global opportunities.
- John Yunker, President & Chief Analyst of Byte Level Research, will present the habits of highly successful global web sites. Drawing on his annual report, "2006 Web Globalization Report Card", Mr. Yunker will profile top corporate sites such as Volvo, HP, and Ikea.

According to the "2006 Web Globalization Report Card", many leading global companies now support websites in an average of more than 80 countries and more than 45 languages. Among the top 10 global Web sites cited in the report are Google, IBM, HP, Dell, and DHL. All Executive Summit attendees will receive an exclusive Executive Summary of the report created just for this event, a value of US\$150.00.

The Executive Summit—sponsored by Keynote Systems, IBM, Marqui and UK Trade & Investment—will be held at the Governor Hotel in downtown

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Portland, OR. The event is for marketing, IT and Internet executives, senior corporate management, and Internet vendors and agencies. Early registration (prior to Saturday, June 24) for the general public, is \$189.00 and \$219.00 thereafter; for members of the ISF and other qualifying professional associations, early registration is \$169.00 and \$199.00 thereafter. On-site registration for all participants is \$239.00. For more information, visit [www.internetstrategyforum.org/ES2006](http://www.internetstrategyforum.org/ES2006).

### **About the Internet Strategy Forum**

The Internet Strategy Forum is a nonprofit professional association dedicated to peer networking, information exchange, professional development, research and thought leadership among senior Internet decision-makers at medium-to-large organizations. Visit [www.internetstrategyforum.org](http://www.internetstrategyforum.org).

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