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"Titans of E" - Six Global Brand Executives to Keynote in a Single Day at Internet Strategy Forum Summit

A single day of world-class presenters will provide actionable insights and networking for attendees of the 6th annual conference in Portland, Oregon

Portland, Ore. — June 09, 2009 — The Internet Strategy Forum (ISF) announced today "Titans of E", the keynote presenter line-up for their annual Summit conference taking place on July 23 in Portland, Ore. The event provides a unique opportunity hear keynote presentations about actionable Internet strategy from six global brand executives in a single day at an affordable price. A featured presenter is Jeremiah Owyang of Forrester Research, one of the top Social Computing analysts in the country and author of the Web Strategy blog, who will discuss his recently published report "The Future of the Social Web". Mr. Owyang is ranked #2 on the Twitter Power 150 List.

"This event is designed to provide actionable strategy insights for participants in all aspects of the corporate Internet presence ecosystem, including marketing, e-commerce and IT executives, as well as vendors who provide related products and services," said Steve Gehlen, founder of the ISF. "Last year approximately 75% of our sold-out audience consisted of executives from client-side organizations, which is a very high percentage for an Internet-related business conference. This provides unique networking opportunities for everyone involved."

The event features executive presenters from several of the world's top brands, including Intel, Hewlett-Packard, Xerox and Intuit.

"Titans of E" keynote presenters at the Internet Strategy Forum Summit on July 23rd include:

- Forrester Research Senior Analyst and Web Strategist blogger, Jeremiah Owyang
- Hewlett-Packard VP of Marketing for the Imaging & Printing Group, Katherine Durham
- Intel VP of Creative & Digital Marketing Services, Johan Jervøe (recently with McDonalds)
- Intuit VP of Marketing for the Small Business Group, Sheila Tolle
- Xerox VP of Interactive Marketing, Duane Schulz
- Portland Trail Blazers Chief Information Officer and *CIO of the Year* winner, Chris Dill
- Globally-recognized Web Operations Management expert Lisa Welchman

In-depth, real-world examples of successful Internet strategy will be included in presentations such as "Combining eCommerce & Community: It's a New Normal...And, There's No Going Back" by Sheila Tolle, the Vice President of Marketing for Intuit's Small Business Group; and "Integrating Your Digital Marketing in the Age of Information Overload" by Duane Schulz, the Vice President of Interactive Marketing for Xerox Corporation.

An optional feature of the ISF Summit is the half-day "Road to Chief Internet Strategist" session on July 24, the day after the main program. This Internet executive career path

symposium goes beyond the typical "how to" topics to provide a broad perspective on what it means to be a corporate Internet executive and how professionals in those roles can provide more value to their company. Speakers include John P. Tomaszewski, Vice President of Legal, Policy and Compliance at TRUSTe, and Gregory Miller, Partner, Network Tool & Die Company.

The 2009 Internet Strategy Forum Summit will be held at the Governor Hotel (614 SW 11th Avenue, Portland, Ore.). This annual event is typically sold to capacity, so pre-registration is encouraged. Early bird registration fees start at under \$200. For additional details and to register: www.internetstrategyforum.org/summit. Follow @Summit on Twitter.

This year's ISF Summit is supported by Premier Sponsor Intel, and additional sponsors Covario, Fairwinds Partners, FatWire Software and WebTrends.

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 Internet executives at medium-to-large organizations across various industries. Visit www.internetstrategyforum.org.

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