

## **Mike Moran**

Mike is an expert in Search Marketing, Search Technology, Publishing, Web Personalization, and Web Metrics.

Mike is the author of the book “Do It Wrong Quickly” and co-author of “Search Engine Marketing, Inc.”.

As an IBM Distinguished Engineer, Mike has more than 20 years experience in Search Technology working at IBM Research, Lotus, and other IBM software units.

He led the product team that developed the first Commercial Linguistic Search engine in 1989, and has been granted four patents in Search and Retrieval Technology.

He led the original Search Marketing Strategy for [ibm.com](http://ibm.com), as well as the integration of [ibm.com](http://ibm.com)'s site Search Technologies.

Beyond his search work, Mike has spearheaded [ibm.com](http://ibm.com) projects in Content Management, Personalization, and Web Metrics.

Mike has worked on IBM's website for the past eight years and is currently the Manager of [ibm.com](http://ibm.com) Web Experience, responsible for the website's design, information architecture, technical architecture and operation.