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Mike Moran, Chief Strategist, IBM Distinguished Engineer, is an expert in Internet marketing, search technology, Web personalization, and Web metrics, who regularly makes speaking appearances. He is the co-author of the best-selling 2005 book *Search Engine Marketing, Inc.* and the author of the acclaimed Internet marketing book, *Do It Wrong Quickly: How the Web Changes the Old Marketing Rules*. Mike also writes the *Biznology* newsletter and blog, and columns for *Revenue Magazine*, *Search Engine Guide*, *Internet Evolution*, and *WebProNews*. Previously Mike spent 30 years at IBM leading IBM.com's global search efforts.