



Rob Key

CEO

[Converseon](#)

Rob Key, CEO, founded Converseon in 2001 to provide new, innovative communication solution for the changing landscape of digital communication. His belief that markets were “conversations” grows from his twenty years of experience spanning public relations, reputation management, search marketing, affiliate marketing and online media/advertising. Rob is a frequent speaker at a range of leading industry conferences, including OMMA, ARF and Jupiter Media's Search Engine Strategies Conferences (SES), to help evangelize his message of creative communications innovation. Formerly he was the head of the Innovations Group at a division of Young & Rubicam and member of the WPP.com board.