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Clancy Childs is the Lead Sales Engineer at Google Europe, Middle East and Africa for conversion and analytics products (Google Analytics and Google Website Optimiser). He has worked with many of Google's advertisers to help them improve their conversion rates and website usability. He has previously worked on other Google products including AdSense, Maps, Apps (Gmail) and Checkout. Prior to joining Google, Clancy was one of the first web programmers hired by McCann Erickson at McCann Interactive / Thunder House New York. Later, he was Director of IT and Product Manager for VOIP for McGraw Communications. He holds an MBA from London Business School.