



ON THE ROAD!



Lisa Picarille



Jim Kukral



Sam Harrelson



Shawn Collins

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ON THE ROAD!

ABOUT LISA

Lisa Picarille is the Publisher and Editor-in-Chief of Revenue Magazine, The Performance Marketing Standard. She is responsible for developing all editorial content for the print magazine and the website (www.RevenueToday.com). In addition to setting the editorial tone for the publication, Lisa oversees production, sales and distribution of Revenue Magazine. She also co-hosts the popular Affiliate Thing podcast with Affiliate Summit co-founder Shawn Collins and is a regular member on the weekly GeekCast podcast with Sam Harrelson, Jim Kukral and Shawn Collins.

Lisa is a veteran journalist who began her career more than 20 years ago as a professional sports writer in Boston and has also headed the news departments of major high tech news organizations including Wired.com, TechWeb.com, TechTV.com and CRN.com. Her work has also appeared in Rolling Stone, CRM Magazine, PCWeek, MacWeek, Computerworld and InfoWorld. She is frequent speaker at industry events including Ad:Tech, Affiliate Summit, Web 2.0, Online Market World, and the LinkShare Symposium.



Lisa Picarille

AREAS OF EXPERTISE

Web Content Development: Did consulting for Schwab, LoudCloud, CNN, and Restoration Hardware

Content Management System Development: Developed content modules for open source CMS Mason and proprietary Montgomery Research CMS

Author: The Collaborative Enterprise (Publisher: MRI)

Blogging since 2003

Journalism Ethics and Reporting Expert: Taught two journalism classes at San Francisco Community College

AWARDS

Affiliate Summit Pinnacle Award nominee 2007 Most Vocal Advocate

LinkShare Golden Link Award Runner Up 2007 Performance Marketing's most Vocal Advocate

American Society of Business Publication Editors 1999 Winner Outstanding Online Technology Coverage award

CMP Media 1997 Feature Story of the Year Winner

CMP Media 1998 Feature Story of the Year Winner

American Society of Business Publication Editors 1994 Best News Story Award Winner

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ABOUT JIM

Jim Kukral is one of the "old" guys in the Internet industry. In 1996, Jim helped form one of Ohio's first new media firms, which built some of the Web's first large brand websites including Ernst & Young and Progressive Auto Insurance.

Since that time, Jim has become a successful Web entrepreneur and consultant who specializes in creating and monetizing online businesses.

Jim's main area of expertise is creative and attention-grabbing online marketing efforts to help drive sales, generate leads and garner publicity for businesses or personal brands.

Jim's reputation in the industry has made him a sought-after speaker for trade-shows and private learning/training events.

Most recently, Jim has become one of the Web's premiere Internet video experts. His knowledge and experience using online videos for marketing purposes is unmatched in the industry.



Jim Kukral

AREAS OF EXPERTISE

Veteran Internet marketer and Web entrepreneur since 1997

Recognized early adopter of blogging for profit and business

Award-winning blogger; Started blogging in 2001

Experienced and long-time writer for offline and online publications such as clickZ, Builder.com and Revenue magazine

Sought after speaker and consultant on monetizing online businesses and brands through creative online marketing

Former publisher of Revenews.com

AWARDS

Affiliate Summit Pinnacle Awards 2006 "Best Blogger"

Awarded "best presentation" by audience at several events

"Nicest guy in the industry" award by peers

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ON THE ROAD!

ABOUT SAM

Sam Harrelson is a performance marketing veteran with extensive experience in social media, email and affiliate marketing. He has served as an affiliate publisher, email marketer, website owner, Director of Business Development, Senior Vice President, and advertiser along with previously writing articles for the Digital Moses Confidential and being the Publisher of ReveNews.

With a wide academic background, including studies in Ancient Near Eastern Archaeology, String Theory and Divinity School, Sam views the online marketing world through a wide lens and focus on the industry's ability to reach individuals, form communities and create social networks. So, instead of "consumers", Sam sees individuals as producers of content and investigates how developing technologies and applications furthers the ability of people to participate in marketing efforts rather than just consume.

Sam's work has been published by Yale University Press and he regularly blogs at the award winning CostPerNews blog as well as doing a daily 22 minute podcast about the world of affiliate marketing at AffiliateFortuneCookies.com.



Sam Harrelson

AREAS OF EXPERTISE

Affiliate marketer since 1998

Recognized early adopter of Web2.0 platforms in the context of affiliate marketing

Award-winning blogger covering online marketing since 2003

Vast experience as affiliate marketer and affiliate manager with unique understanding of both sides of the equation

Sought after speaker and consultant on issues of social media and affiliate marketing

AWARDS

The Insider News "Top People to Work With in Online Marketing"

Mullins City Council Key to the City for Service and Business Achievement

Affiliate Summit Pinnacle Awards 2007 "Best Blogger"

Speaker at dozens of top online industry events (Web2.0 Expo, Affiliate Summit, BlogWorldExpo, Ad:Tech, etc)

Affiliate Classroom Honorary Affiliate Management Certification



ON THE ROAD!

ABOUT SHAWN

Shawn is a co-founder of the Affiliate Summit, the leading industry conference for affiliate marketing, which regularly sells out and features the biggest names in performance marketing.

His book, "Successful Affiliate Marketing for Merchants" is the best-selling book in the space, and it is considered to be required reading by affiliate managers.

He publishes the annual AffStat Report, a research, analysis, and benchmarking report for the affiliate marketing industry. The data in the AffStat series is widely quoted by trade publications, including Internet Retailer and Jupitermedia properties.

Shawn also writes a daily blog on affiliate marketing news and opinion at his Affiliate Tip site, and posts regularly to his Affiliate Tip TV channel on YouTube.



Shawn Collins

AREAS OF EXPERTISE

Affiliate since 1997

Affiliate manager from 1997-2007

Blogger covering affiliate marketing seven days a week for the past few years

Successful entrepreneur having launched Affiliate Summit, Inc. with zero capital in 2003

Constantly experimenting with tools and technologies to leverage them in affiliate marketing

AWARDS

Recipient of the LinkShare Golden Link Award for Performance Marketing's Most Vocal Advocate

Recipient of the AffiliateDinner.com Guest of Honor award

Recipient of ABestWeb Award for "Best Service to Industry"

Recipient of Affiliate Classroom honorary Affiliate Manager Certification

Speaker at dozens of conferences dating back to 1999