



In 1994, **Jim Sterne** co-founded a regional Internet access provider and launched the world's first "Marketing on the Internet" seminar series. Now recognized by the international Internet community, he consults with clients around the world. Sterne is an active public speaker and has been the highest rated speaker at Internet World for six years running. In addition, he is regularly asked to keynote at private conferences and run company-specific workshops. Audiences come away from Jim Sterne's engaging presentations with a clear idea of how to get the most out of a Web site and how to measure that success. Because attendees respond best when examples of Web sites they know or are in the same industry are used, Jim Sterne is always looking to tailor his remarks to each particular audience. Consulting clients find Jim Sterne to be an energizing catalyst, spurring them to make the most of the Internet and the Web to increase sales and customer satisfaction, while lowering costs and employee turnover. Jim Sterne is an international speaker on electronic marketing and customer interaction. His latest book is "Web Metrics; Proven Methods for Measuring Web Site Success." Sterne is the producer of the Emetrics Summits www.emetrics.org and is the Founding President of the Web Analytics Association www.webanalyticsassociation.org. He was named one of the 50 most influential people in digital marketing by Revolution, the United Kingdom's premier interactive marketing magazine.

Jim Sterne

Speech Topics

- Technology
- Marketing
- Customer Service

