

**Program Title**

**Marketing by the Numbers**

*Building a Lead Generation Platform that will Drive Results*

**About the Speakers**

Jill Snyder

Jill Snyder has 28 years of experience in marketing, entrepreneurship, and technology. She has been a member of the founding team of three high tech companies, and has helped numerous other companies build their marketing programs, all with the focus of driving demand and revenue.

Currently Jill is the Vice President of Marketing at the Schneider Corporation. Previously, Jill was the Director of Marketing at YourEncore and the VP of Marketing for ExactTarget. Jill has also consulted with numerous other companies including Vontoo, Hancock Telecom, Pearl Street Venture Funds, Walker Information, and Thomas P. Miller and Associates.

In 1998, Jill was part of the founding team of Aprimo, a software company that develops enterprise marketing management solutions. Prior to Aprimo, Jill worked as Marketing Operations Manager at Tivoli Systems (a division of IBM), and as the Partner Program Manager and Product Marketing Manager for Software Artistry (acquired by Tivoli).

Prior to Software Artistry, Jill co-established and operated two information business ventures funded by GTE Vantage (Stamford, CT). Those business were EdNA (1990 – 1996), and The Guide (1987 – 1990) which provided 'on-line' community-based services via the computer prior to the launch of such popular systems as AOL and Prodigy (this was pre-internet).

She began her career with IBM in a regional IBM sales and marketing organization. Jill earned bachelor's degrees in marketing and advertising from Indiana State University with a minor in Computer Science .