



**November 2009 Program**

**Program Title**

**Marketing by the Numbers**

*Building a Lead Generation Platform that will Drive Results*

**About the Speakers**

Shawn Herring

Shawn Herring obtained Bachelor's degrees in Biology, Psychology, and Sociology in addition to a Masters degree in Business from Indiana University. With over 10 years experience within healthcare and life sciences within the Marketing and IT functional areas.

Within the IT roles, Shawn worked on the team responsible for planning and implementation of a company-wide eCommerce platform, developed a measurement dashboard to view efficiency and effectiveness, and was responsible for building an eCommerce channel from \$10 million to over \$60 million in one year.

Within his Marketing roles, Shawn was a team lead for the global rebranding of five separate companies into a single corporate entity, management of both product and channel strategies, and driving profitable revenue through the Sales pipeline.