

SEMPO Speakers Bureau – Participating Member Information

Name	Wister Walcott		
Title	VP of Products & Co-Founder, Marin Software		
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Company Name	Marin Software		
Company URL	www.marinsoftware.com		
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	Address Line 2: 25 th Floor		
	City, State/Province, Postal Code: San Francisco, CA, 94105		
	Country: USA		
SEMPO Membership Level	Circle Member		
General Areas of Expertise	Check all that apply:		
	<input checked="" type="checkbox"/> Branding/Branded SEM	<input checked="" type="checkbox"/> Search Advertising	<input checked="" type="checkbox"/> Trends
	<input type="checkbox"/> Feeds	<input checked="" type="checkbox"/> Search Trends	<input type="checkbox"/> Vertical Specialty (what verticals?)
	<input type="checkbox"/> International/Non-English	<input type="checkbox"/> SEO	<input type="checkbox"/> Web 2.0
	<input checked="" type="checkbox"/> Keynote	<input type="checkbox"/> Small Business	<input type="checkbox"/> Other (fill in below)
	<input checked="" type="checkbox"/> Large/Enterprise Business	<input type="checkbox"/> Shopping Search	
Prior Speaking Experience (list shows and topics)	Conference Presentations		
	--Advanced bidding techniques, PPC Summit, February and June 2007		
	--Effectiveness for Paid Search, SMX NYC, Oct 2008		
	--Paid Search Analytics, SES Chicago, December 2008		
	--Top Content Marketing techniques, Ad:Tech, San Francisco, March 2009		
	--The Ideal Search Tool, SES San Jose, August 2009		
	--Top Three Search Myths, SMX NYC Oct 2009		
	Byline Articles		
	--Search Engine Land, July 2008 (Results tracking)		
	--Search Engine Land, Oct 2008 (ROI-driven marketing)		
--Search Engine Land, March 2009 (Creative Testing)			

	--Adotas, May 2009 (Google trademark policy) --Search Engine Land, July 2009 (Bing)
Travel Limitations	Domestic (US)
Speaker Fees*	None
Contact Preference	SEMPO may give my contact information to events representatives who are seeking speakers, and may, at its discretion, publish my contact information and profile on its site (www.SEMPO.org) and in written materials regarding speaking and collaboration opportunities. X Yes No

* Note: Most speaker requests assume you will participate with no fee and you will cover your cost of travel. SEMPO does not cover travel costs or speaker fees, and provides this speaker referral service at no cost to its members.

