



**Philippa Gamse** is the author of the critically-acclaimed book *42 Rules for a Web Presence That Wins*. She is a member of the Adjunct Faculty at Hult International Business School where she teaches digital and social media marketing. A web strategy pioneer, Philippa Gamse has been working with Internet applications since 1991. Long before most people had seen the potential power of online communication tools, Philippa was an "Internet evangelist" for a major national nonprofit organization, inspiring her colleagues to work together online, and building the expertise that led to her forming her own consulting and speaking practice in 1995.

Since then, Philippa has critiqued over 5,000 websites in North America and Europe. As a consultant, she drills deep into the visitor experience of each site, and creates actionable and specific recommendations. Her clients report significant improvement in their levels of quality traffic, visitor engagement, customer loyalty and qualified sales leads within 30 days of implementing her suggestions.

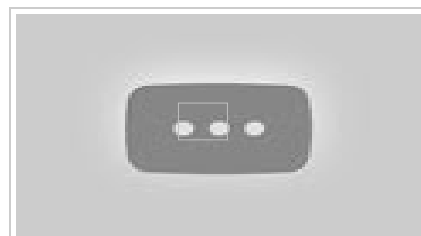
In 2003, Philippa was awarded the prestigious Certified Management Consultant designation. The CMC is an ISO-accredited qualification recognized in over 60 countries, and held by less than 1% of the consulting profession.

As a speaker, Philippa excels in stripping away the "geek-speak" and delivering practical, easy to understand, immediately applicable advice. She customizes each program with examples relevant to the interests of her audience, often conducting impromptu live "clinics" for the websites of participants. Clients appreciate it - over 75% of her speaking engagements come from referrals and repeat business. To book marketing speaker Philippa Gamse call Executive Speakers Bureau 80...

## Philippa Gamse

### Speech Topics

- Technology
- Social Media
- Marketing



## Testimonials

"What I really liked was Philippa's strong marketing savvy combined with her technical knowledge. She is a perfect fit for these tough economic times. . ."

- Chair, TEC Midwest.

"Excellent presentation. . . I found your remarks fascinating and spot on."

- Senior Vice President, Wal-Mart Stores, Inc..