

About the Authors

Jeannie Mullen is executive vice president and chief marketing officer for Zinio, the global leader for digital publishing products and services. She holds the same position for VIV Magazine, the first fully interactive and all-digital lifestyle magazine for women. An accomplished expert in the email and online marketing world, Jeannie is recognized as a pioneer and visionary, advocating for and driving change that redefines the impact of various marketing channels. Prior to Zinio and VIV, Jeannie was the senior partner and global executive director of the Email Marketing and Digital Dialogue Practice at OgilvyOne Worldwide. In 2005, Jeannie founded the Email Experience Council and currently maintains her role as its executive director.

A digital entrepreneur, Jeannie founded and ran her own interactive agency as well as an online entertainment marketing company from 2001 to 2004. Prior to that, Jeannie started the first agency-run email marketing division at Grey Direct. Jeannie also held a number of roles at JCPenney, spanning an eight-year period.

Jeannie is known as one of the most well-respected voices in the world of email, digital publishing, and online consumer brand awareness. She is a columnist for ClickZ, has published numerous white papers and best practices guides, and has been quoted in the *Wall Street Journal* and *New York Times* numerous times. She is on the board of advisors for a number of online marketing companies and events and is a frequent keynote speaker for various companies and organizations including the Direct Marketing Association, Shop.org, OMMA, IBM, NaturesMade, and the American Association of Publishing.

David Daniels is a tenured multichannel marketer, consultant, and researcher, and since 2000 he has been the leading analyst voice shaping the email marketing industry. David currently serves as vice president and principal analyst at Forrester Research, which acquired JupiterResearch in July 2008. Prior to Forrester's acquisition of JupiterResearch, David served as vice president and research director of the company's successful Operations and Industries product grouping where he authored and collaborated on market research that informed, evaluated, and accurately forecast the future of the broader online economy. David's compass-setting research studies on email marketing are familiar and cited throughout the industry. With 20 years of experience in direct-to-consumer marketing, Daniels is recognized as a thought leader in his domain, is a frequent keynote speaker, and is often quoted in the *Wall Street Journal*, the *New York Times*, and other major media outlets.

Outside of serving as the leading email marketing market analyst, David founded the Email Measurement Accuracy Coalition in 2006, and in 2008 it became the Email Experience Council's Email Measurement Accuracy Roundtable, which David co-chairs. David is also a board advisor to a variety of industry associations and events including the Authentication and Online Trust Alliance (AOTA) and MediaPost's Email Insider Summit.

Prior to joining JupiterResearch, David served as president of his own marketing and operations consulting firm (1 World Design). Before striking out on his own, David held senior-level positions at Apple Computer, Urban Outfitters/Anthropologie, MicroWarehouse, Genesis Direct/ProTeam, and CDA Computer Sales, which was one of the first personal computer catalog marketers and merchants on CompuServe.