

# *About the Authors*

**Paul Dunay** has spent more than 20 years in marketing, generating demand and creating buzz for leading technology companies such as Google, IBM, Microsoft, Oracle, SAP, Nuance, Cisco, and BearingPoint. He has also delivered work for American Express, Motorola, Genzyme, Novartis, Citigroup, Cendant, and Ernst & Young.

Paul is the Global Managing Director of Services Marketing for Avaya. His unique approach to integrated marketing has been recognized as the 2008 Winner of the DemandGen Award for utilizing marketing automation to fuel corporate growth, and a 2007 and 2006 finalist and the 2005 winner of the Driving New Demand award by the Information Technology Services Marketing Association (ITSMA).

**Richard Krueger** is founder and CEO of About Face Digital, a social media marketing agency specializing in Facebook promotions. Recognized as an online marketing innovator, Mr. Krueger is also co-founder of Samepoint, LLC, a leading social media analytics company. He brings more than 20 years of experience to his roles at both companies.

Mr. Krueger previously served as Chief Marketing Officer for Boonty, Inc., a worldwide digital distributor of casual games. Prior to that, he served as VP of Marketing and Business Development for Kasparov Chess Online, where he led marketing and brand licensing efforts for Garry Kasparov, the former world chess champion. Before his entrepreneurial career, Mr. Krueger worked at several top ten advertising and public relations agencies in New York City. He is a regular blogger and contributes numerous articles to advertising and PR trade journals.