

# About the Authors



Chris Treadaway is the founder and CEO of Notice Technologies, a provider of local, real-time advertising platforms for newspapers, television, and technology companies. He is also managing director of Ultrastart, a social media consulting firm that has consulted for major companies such as Microsoft, Land Rover, Wiley Publishing, and the City of Austin, Texas. Prior to his work at Notice Technologies, Chris spent almost four years at Microsoft Corporation where he was the group product manager for web strategy in the Developer division and the business lead on the first launch of Silverlight. Chris has worked in the Internet marketing field for more than 15 years and in three start-ups—Cruising Speed, Infracore, and Stratfor.com, where he built the company’s first portal, which was profiled in *Time Magazine* and other international publications. He has an MBA from the University of Texas at Austin and a BA from Louisiana State University. He blogs regularly about entrepreneurship and social media issues at <http://treadaway.typepad.com> and on Twitter at [www.twitter.com/ctreada](http://www.twitter.com/ctreada).



Mari Smith is the president of the International Social Media Association, an organization dedicated to providing cutting-edge social media resources, training programs, certification classes, and a collaborative community. FastCompany.com dubbed Mari “the Pied Piper of Facebook,” and ClickZ named Mari one of the 20 Social Media All-Stars. Mari is an in-demand international social media keynote speaker and trainer, and she runs her own vibrant social media consultancy specializing in helping business owners, authors, and celebrity clients increase their profits with Facebook and Twitter integration. She has a popular Facebook fan page at <http://facebook.com/marismith>, blogs at <http://marismith.com>, and is very active on Twitter at <http://twitter.com/marismith>.