

About the Author



“If I couldn’t interrupt you, how would I reach you?”

That’s the question that Dave starts with as a communications expert focused on social media and its application in marketing. His passion is tapping the power of the Social Web through connected networks and consumer-generated media. His expertise lies in his ability to match business objectives, current marketing and operations programs, and consumer preferences as to how and when they would like to be reached.

Dave founded Digital Voodoo, a marketing technology consultancy, in 1994 and later, the business-to-business podcasting service HearThis.com. As both a consultant and Strategy Director with GSD&M IdeaCity, Dave has developed technology and integrated communication strategies for such clients as Microsoft, Hewlett Packard, Southwest Airlines, AARP, U.S. Air Force, AT&T, Wal-Mart, Dial, PGA Tour, Chili’s, Meredith Publishing, and many more.

Dave is a ClickZ columnist, and frequent conference speaker. He has served on the advisory board for ad:tech and the measurement and metrics council for the Word of Mouth Marketing Association.

Prior to his work in advertising and digital media, Dave was a Product Manager with Progressive Insurance Company and a systems analyst for the Voyager deep space exploration program with Jet Propulsion Laboratories/NASA. Dave holds a B.S. in Physics and Mathematics from the State University of New York/College at Brockport.

In the event that you’d like to interrupt Dave, the easiest way to do it is via Twitter ([evansdave](#)) or email (dave.evans@digital-voodoo.com).