

Jay Conrad Levinson

Jay Conrad Levinson has authored or co-authored more than thirty books, including the best selling marketing series in history, *Guerrilla Marketing*. A former vice president and creative director at J. Walter Thompson Advertising and Leo Burnett Advertising, Levinson is chairman of Guerrilla Marketing International, a consulting firm serving large and small businesses around the world.

Levinson has been honored for creativity in marketing with more than a dozen prestigious awards for television, radio, print advertising and creative campaigns. He spent ten years as an instructor of marketing at the University of California at Berkeley, Extension, and has served on the Microsoft Small Business Council and the 3Com Small Business Advisory Board.

More than a million copies of books in the *Guerrilla* series are in print. The series includes *Guerrilla Marketing*, *Guerrilla Marketing Weapons*, *Guerrilla Advertising*, *Guerrilla Marketing Online*, *Guerrilla Marketing for the Home-Based Business*, *The Way of the Guerrilla*, *Guerrilla Marketing with Technology*, *Guerrilla Negotiating*, *Guerrilla Marketing for Writers*, *Guerrilla Creativity*, *Guerrilla Publicity*, *Guerrilla Marketing for Free*, and *Guerrilla Travel Tactics*.

Levinson can be reached by email at jayview@aol.com, or by visiting his web site, www.gmarketing.com.



Michael W. McLaughlin

Michael McLaughlin is a Principal with Deloitte Consulting LLP, one of the world's largest consulting firms. In twenty years with Deloitte, McLaughlin has sold and delivered hundreds of consulting projects. He has worked with clients of all sizes, from start-ups to *Fortune 100* companies. As Managing Partner for Deloitte Consulting Chicago, he had market responsibility for a practice of 800 consultants and served on Deloitte's Management Committee, which sets marketing strategies for Deloitte.

McLaughlin has made guest appearances on radio and television programs, and he has been interviewed by publications such as *Chicago Sun Times*, *Crain's Chicago Business*, *San Francisco Chronicle*, *Information Week*, and *Women's Wear Daily*. He has also written and published articles, including for *Computerworld*, *Cincinnati Business Courier*, *Brandweek magazine*, *Chicago Sun Times* and *IHRIM.link*.

He has been a speaker for audiences across the country, including: Council of Logistics Management; Food Marketing Institute; Grocery Manufacturers Association; Institute of Management Accountants; Internet World; National Millennium Panel: Business in 2005; National Retail Federation; and Northwestern University Digital Frontiers Annual Conference. He has been a keynote speaker at the Institute of Management Consultants annual conference.

McLaughlin is the editor of *Management Consulting News (MCNews)*, a Web site and newsletter for consulting professionals; he's also the editor of GuerrillaConsulting.com. He is a member of the National Speakers Association and he holds an MBA in Corporate Finance.

McLaughlin can be reached at Michael@guerrillaconsulting.com.