



Social Media  
Conference 2012

## 2012 Conference Presenters

### Scott Chapin, Mobile and Analytics Strategist at Marcus Thomas LLC



**Scott Chapin** is a mobile marketing pioneer and an analytics lover. Scott is a former partner and strategist with DigiKnow and the founder of Circle44 Mobile. Now part of the Marcus Thomas team, Scott oversees digital strategy development and leads the agency's analytics group. Scott has guided the design and measurement of more than a dozen apps for Android, iPad and iPhone, for clients as diverse as the Cleveland Medical Mart, Nestle, Rockwell Automation and others.

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### Dan Young, Principal Partner of DYX Solutions, LLC



**Dan Young** is the founder and principal of DXY Solutions, a Cleveland-based mobile technology firm that builds mobile software for iPads, iPhones, Android, Blackberry and Windows-based devices. Mr. Young founded DXY in 2006 as he saw that mobile technology would change the way we live, work and communicate. Since starting DXY, Mr. Young has grown the company into one of the nation's most innovative mobile technology firms in the United States. DXY has filed for a number of patents, including one on how information is displayed on mobile devices, spun off two companies and launched Qipus LLC, a peer-to-peer based file sharing service. Prior to DXY, Mr. Young managed a small, boutique consulting firm in the intellectual property space. While at the helm, he grew the company five-fold in five years. The firm was listed on Case Western Reserve's Weatherhead 100 for four consecutive years. After leaving the firm, Dan began work on the business model that would later become DXY Solutions. Outside of his work with DXY, Mr. Young stays involved in the community by supporting

entrepreneurship. He is the incoming president of the Northcoast Entrepreneurs Group, a group dedicated to helping aspiring entrepreneurs better their chances of success. He founded StartCLE, a networking group for those who work in the bio/tech startup communities in Northeast Ohio. Mr. Young is also the former President of the Cleveland Professional 20/30 Club, one of the largest young professional organizations in the United States. A native to Northeast Ohio, Mr. Young was born in Cleveland and grew up in Hudson. He achieved his degree from Ohio State. Beyond work, Dan enjoys spending time with friends and family. He is an instrument-rated private pilot, an avid cyclist, enjoys photography and soccer.

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### Chuck Hemann, Director, Analytics at WCG



**Chuck Hemann** is currently Director of Analytics for WCG, a global communications company with fully integrated communications, creative and interactive services. Over the last seven years, he has provided strategic counsel to clients on a variety of topics including digital analytics, measurement, online reputation, social media, investor relations and crisis communications. Prior to joining WCG Digital, he was VP of Digital Analytics for Edelman Digital in Chicago. Before that VP of Digital Strategy and Analytics for Ogilvy Public Relations. Hemann started his career working for Dix & Eaton, a full-service communications firm based in Cleveland, Ohio, where he

was responsible for supplying research and information for all of the firm's practice areas including media relations, marketing communications and investor relations. He also co-chaired the firm's digital communications practice. He's a former Fellow of the Society for New Communications Research, a global, nonprofit research and education foundation think tank focused on the latest developments in media and communications. He is the co-organizer of the Social Media Business Summit Track at BlogWorld Expo, a frequent speaker on the topics of influence, measurement and digital analytics. He holds a Bachelor's Degree in Political Science from Baldwin-Wallace College and a Master's in Applied Politics from the University of Akron. Hemann is a former board member of the National Investor Relations Institute and is active within the Social Media Club and Social Media Breakfast series. Hemann is based in Austin, Texas.

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Matt Bailey, President at [SiteLogic](#)



**Matt Bailey** is a 20 year marketing veteran, with most of that being spent in the digital marketing arena. Matt has consulted with some of the biggest brand names in the world. He also provides practical instruction to businesses of all sizes through seminars, conferences and his classes at Rutgers University.

SiteLogic Blog: [www.SiteLogicMarketing.com/blog/](http://www.SiteLogicMarketing.com/blog/), FaceBook: [www.facebook.com/sitelogic](http://www.facebook.com/sitelogic),  
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Karl Fast, Professor at [Kent State University](#)



**Karl Fast** is assistant professor in Kent State University's Information Architecture and Knowledge Management (IAKM) program. His research examines how people interact with information as they struggle to make sense of their world. In particular, he focuses on human-information interaction, information visualization, distributed cognition, multi-touch surfaces and knowledge environments. Prior to his appointment at Kent State, he was an information architect at the pioneering information architecture firm Argus Associates. He is a founding member of the Information Architecture Institute.  
<http://about.me/karlfast>.

Stefanie Moore, Professor at [Kent State University](#)



**Stefanie Moore** is a faculty member in Kent State's public relations sequence where she teaches "on the ground" and online. She also directs eight students at Flash Communications, an on-campus student public relations agency housed in University Communications and Marketing. Prior to her role on the faculty, she was a member of the university's Web team where she managed the university's search engine optimization project and other Web-related initiatives. She earned a bachelor's in public relations and a master's in information architecture and knowledge management, both from Kent State. Stefanie feels understanding user-experience design meshes well with the field of public relations, especially as more and more PR practitioners are required to effectively communicate online.

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Michael Pranicoff, Global Director of Emerging Media at [PR Newswire](#)

**Michael Pranicoff**, Global Director of Emerging Media at PR Newswire, is responsible for educating PR Newswire staff and customers about the role emerging media, such as RSS, blogs, social networks, search engines, and other emerging



technologies, play in public relations and marketing. Michael joined PR Newswire in 1998. He immersed himself in the technology industry in and around the Washington, D.C. area working with clients such as XM Satellite Radio, AOL and the Consumer Electronics Association. In 2003, Michael was named the National Technology Markets Specialist, and eventually led to being named PR Newswire's first Director of Emerging Media. Michael has been a featured speaker and moderator at events across the country. Michael is also a featured contributor to several blogs, podcasts, and newsletters. Prior to joining PR Newswire, Michael worked for MacNeil / Lehrer Productions which produces the NewsHour with Jim Lehrer. Michael graduated from Syracuse University with a degree in Speech Communications. Michael Pranikoff maintains a link blog linking to sites and conversations that pertain to the intersection of technology and public relations at <http://about.me/michaelpranikoff>.

Sean Williams, CEO at Communication AMMO, Inc.



**Sean Williams** is the owner of Communication AMMO, Inc., which helps organizations plan and execute communications effectively and measure the results. His current and past clients include Ernst & Young, Ketchum Pleon Change, Avery Dennison, the Federal Reserve Bank of Cleveland, and U.S. Endoscopy. He also is an adjunct professor of Public Relations at Kent State University, and a member of the Institute for Public Relations Measurement Commission. Twitter: [@CommAMMO](https://twitter.com/CommAMMO), Facebook: <https://www.facebook.com/sean.d.williams1>, LinkedIn: <http://bit.ly/cfXvnU>

Damon Herren, Research & Customer Experience Sr. Analyst at Metrics Marketing Group



**Damon Herren** is a Research & Customer Experience Sr. Analyst at Metrics Marketing Group. He has also been a member of the Northeast Ohio Usability Professionals' Association (NEOUPA), Information Architecture Institute (IAI), and Interaction Design Association (IXDA) for several years. Herren has more than 11 years of professional experience with a diverse background that includes interaction design, user research, usability testing, product management, and web development. He has a passion for identifying and improving the experiences that people have interacting with products, services, and brands. Herren is in the final semester of his Master's Degree in User Experience Design at Kent State University. He has a B.S. in Computer Science and minor in Math.