

Mike May

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INDUSTRIES & EXPERTISE

Interactive Marketing	Social Media
Online Publishing	Advertising Technology
Marketing Strategy	Trade Associations / Non-Profit
Strategic Communications	E-commerce / Online Retail
Market Research	Event Marketing

EMPLOYERS & ACCOMPLISHMENTS

The Acorn Group: Principal (2004 – Present)

A marketing consultancy I founded in 2004, specializing in interactive media, marketing and events. Clients include National Retail Federation / Shop.org, Webs.com, Real Magnet, Interactive Advertising Bureau, IAB Canada, Word of Mouth Marketing Association, Digital Media Wire, Giga, MSN, Bell Canada and others.

Shop.org / National Retail Federation: Strategic communications and member engagement

- Developed and used primary research tools to conduct a positioning study and shape strategic communications
- Achieved 40% increase in e-mail open rate through testing, analysis and content strategy
- Lifted key web traffic metrics with new content and tools including a member engagement funnel, blog polls, extensive copywriting and navigation changes

Webs.com (formerly Freewebs): Strategic communications and event marketing

- Wrote and published 10+ bylined articles on widget marketing, online content distribution, Facebook applications, online media demographics and other topics relevant to their social media business
- Programmed and produced WidgetCon, a conference on social media marketing attracting an audience of 150+ interactive marketers and agency professionals

MediaPost Publications: Writing and event marketing

- Wrote and published over 20 columns on social media, trade marketing, audience composition and other relevant topics in the “Online Publishing Insider” column
- Launched the OMMA Trade Show series as programmer and producer; conceived and created over 200 conference sessions on interactive media, marketing, advertising and publishing; identified and recruited over 700 speakers to participate in sessions

The GamJams Network: Social media and online publishing

- Grew a blog on niche content (amateur bicycle racing) into a national community comprised of 100+ blogs and websites and over 10,000 regular visitors by focusing on content uniquely relevant to a specific audience
- Created custom widgets that are distributed on over 100 websites, generate over 200,000 monthly impressions, and enjoy click-through rates of 10% - 25% depending on placement
- Launched vertical advertising network, allowing advertisers to reach 25,000 highly qualified prospects on dozens of sites with a single ad placement
- Provide community support through a “Cyclists Hiring Cyclists” group on LinkedIn, fundraising programs for cycling-related charities, and community specific news and announcements

Interactive Advertising Bureau: VP of Events (2002 – 2004)

IAB is the largest trade association for interactive media, marketing and advertising, with members comprised of online publishers, search engines, advertising technology vendors and ad agencies.

- Launched events business and grew it to over \$3 million and 25+ events per year within two years
- Identified seminal topics for conference discussion required to drive the industry forward, balanced against the needs of member companies
- Grew in-house marketing database from 0 to over 25,000 qualified names in two years
- Managed a staff of 6 across marketing, operations and administrative functions
- P&L responsibility

Jupiter Research: Senior Analyst & Research Director / VP of Events (1999 – 2002)

Jupiter was one of the most influential research companies covering interactive marketing and technology from its inception until its recent merger with Forrester Research.

- Wrote or contributed to over 100 research reports on online marketing, advertising and commerce
- Received “Research Report of the Year” Award for *Commerce Site Metrics: Deciphering Performance Data*
- Interviewed on *CNN Power Lunch, MoneyLine and Street Sweep, Bloomberg TV, ABC World News Tonight, NBC Nightly News, Good Morning America, The CBS Early Show* and other programs. Quoted in *The New York Times, The Wall Street Journal, Forbes, The Economist, Business Week* and others.
- Keynote speaker, panelist and moderator at many conferences and events.
- Managed a staff of 30 analysts and research associates
- As VP of Events, managed a staff of 12 across marketing, operations, programming and sales functions
- As VP of Events, had P&L responsibility

Avon Products: Marketing Manager (1997 – 1999)

- Part of the original team that launched Avon.com as a commerce website
- Responsible for email, search marketing, online advertising, cross-media promotions, media partnerships, promotions and marketing analytics
- Won CASIE Award for “Best Consumer Products Website” (1998)
- Won ComputerWorld Award for “Online Shopping Site of the Year” (1998)

Charles River Consulting: Director of Direct Marketing (1995 – 1997)

Kaplan Educational Centers: Marketing Manager (1993 – 1995)

EDUCATION

MBA: New York University (Marketing / Management)

MA: University of British Columbia (English)

BA: Colgate University (English)