



Scott Shorter: "Web Strategy and Marketing Wonk"

Scott is an online Media Executive with 15 years of experience in digital publishing, syndication, interactive marketing, licensing and Web development.

- Web Evangelist focused on content development and distribution (paid and free)
- Leads by doing: inquisitive about new technologies and processes; fosters enthusiasm; encourages independence; a trusted, ethical leader; consensus builder
- Specialties: Interactive marketing (e-mail, SEO, SEM, Social Media, Web 2.0), advertising sales, business development, product development (definition, specifications, project management, user experience testing, Web analytics), content syndication (for-fee licensing, RSS, widgets, OpenSocial gadgets, Facebook apps), paid subscription services

Lindsay Shannon: "Wordsmithing PR Guy"

Lindsay is a communication strategist with more than 10 years of experience in the technology and healthcare information technology (HIT) industries.

- Creative storyteller: able to simplify complex ideas and develop engaging and informative content that resonates with media, consumers and employees
- Expert at building relationships with media and industry influencers; patient but persistent in achieving results
- Big-picture strategic thinker; measured risk-taker; strategic counselor; comprehensive researcher; will provide clear, concise and honest input
- Specialties: Media Relations, media training, internal communications, marketing communications, message development, Web copywriting, analyst relations, trade show PR, strategic planning

Scott Shorter
Concera Media
Interactive marketing and PR
www.ConceraMedia.com
e: scott@conceramedia.com
p: 816.674.6674

Lindsay Shannon
Concera Media
Communication Strategist
www.ConceraMedia.com
e: lindsay@conceramedia.com
p: 816.674.6674