



The E-Markets Breakfast

***Searching for Dollars: The Future of Search  
Opportunities and Investment***

September 17, 2008

8:00am-9:30am

**Moderator**

**Stan Sandberg**

Principal, Gridley & Company LLC

**Panelists**

**Adam Heimlich**

Director of Search Marketing, Avenue A | Razorfish

**Aimee Reker**

SVP, Global Director of Digital Strategy - Search, McCann Worldgroup

**Kevin Ryan**

Global Content Director, SearchEngineWatch.com

**Bryan Weiner**

CEO, 360i

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## **PANELISTS**

**Stan Sandberg**  
**Principal**  
**Gridley & Company LLC**

Mr. Sandberg is a Principal at Gridley & Company LLC. He has ten years of investment banking experience at several major Wall Street firms, focusing on media and information services, as well as experience leading transactions in the corporate world. Prior to joining Gridley, Mr. Sandberg was a Vice President of Strategic Development for Cendant Corporation, a \$19.0 billion public company. At Cendant, Mr. Sandberg and his team managed M&A activities in Cendant's travel division, executing \$2.5 billion of travel and travel technology acquisitions, including Orbitz and ebookers plc. Prior to joining Cendant in August 2004, he served as Vice President of Finance for Communications Corporation of America, a private television company, overseeing a leveraged recapitalization and M&A activities. Prior to his corporate transaction experience, he was an associate in CIBC World Market's Media Investment Banking Group from March 2001 to October 2002, completing numerous transactions in the broadcasting and new media sectors. Prior to CIBC World Markets, Mr. Sandberg spent two years working with Ms. Gridley as an associate in ING Baring's Information and Internet Services Group, focused on M&A and public and private financings. He began his investment banking career at Ladenburg Thalmann, a New York based investment bank focused on emerging growth and middle market companies.

Mr. Sandberg earned his B.A. from the University of Wisconsin and completed his Master's Studies in Asian Studies at the University of Michigan.

**Adam Heimlich**  
**Director of Search Marketing, Avenue A | Razorfish**

A search marketer since Google introduced Adwords, in 2002, Adam is responsible for the paid-search methodology practiced in AA|RF's New York office. His current portfolio of clients includes Victoria's Secret, Starwood Hotels and Resorts, DSW, Ralph Lauren and T. Rowe Price. Prior to joining AA|RF, Adam was Team Lead in the New York office of the search-focused agency iCrossing. His client roster there included Citibank, Colgate-Palmolive and Fairmont Hotels. Adam learned search in the retail electronics industry, managing keyword campaigns, SEO projects and product feeds for Manhattan startup Partsearch Technologies. Before that, he worked as a reporter and critic for the NJ Star-Ledger, New York Press and other publications.

**Aimee Reker**  
**SVP, Global Director of Digital Strategy - Search, McCann Worldgroup**

**Kevin Ryan**  
**Global Content Director, SearchEngineWatch.com**

Kevin is a seasoned search and advertising industry veteran. His former roles include VP, Interactive Media for the Interpublic Group agency Wahlstrom Interactive, and CEO of Kinetic Results, a 2006 Advertising Age Top 20 search engine marketing firm. Kevin recently founded strategic consulting firm, Motivity Marketing, and has published over 200 articles on search and interactive marketing. His former client roster includes notable brands including Rolex Watch, USA, State Farm Insurance, Farmers Insurance, Minolta Corporation, Samsung Electronics America, Toyota Motor Sales, USA, Panasonic Services, and the Hilton Hotels brands. Additionally, Kevin has volunteered his time for the Interactive Advertising Bureau (IAB), Search Engine Marketing Professional Organization (SEMPO), and several regional non-profit organizations.

**Bryan Wiener**  
**CEO, 360i**

Bryan Wiener is CEO of 360i, a full-service digital agency that serves large brand marketers across the media, entertainment, retail and travel sectors. As CEO of one of the leading independent digital agencies, Bryan is a visionary leader within the industry. Under his leadership, 360i has emerged as a “next generation digital agency,” as pronounced by Adweek, helping clients like NBC Universal, Office Depot and H&R Block navigate and engage their target audiences across the ever-changing digital landscape.

Since joining the company in 2004, Bryan and his team have taken the company from a search marketing firm to an award winning digital agency by establishing centers of excellence in the fastest-growing and highest impact areas of digital marketing, particularly behavioral and social marketing.

Bryan’s background includes a series of senior management positions at Net2Phone Global Services, first at Senior VP and General Manager, and then as President and Chief Operating Officer, where he maintained full responsibility for sales, marketing, business development and P&L management for the company's \$85 million business. Before joining Net2Phone, Bryan was General Manager at Theglobe.com and Director of Business Development at Standard and Poor's.

Bryan holds an MBA from the Stern School of Business at NYU and serves as an advisor to NYU’s Media & Entertainment Student & Alumni Associations. He also holds a BA in History from Syracuse University.

## **ABOUT GOTHAM MEDIA VENTURES**

Gotham Media Ventures is a New York based conference, information and social networking firm. In addition to the quarterly Mobile, AdBiz and Digital Breakfasts, the firm has launched the Security Breakfast Series both in New York and Washington, DC, and the Israeli Tech Breakfast Series. Next year, Gotham Media will launch several other series focusing on sectors of the world economy experiencing rapid growth and revolutionary change. Gotham Media also produces events and seminars commissioned by corporations and non-profits.

Gordon Platt is the Founder and President of Gotham Media. He is an attorney, television producer and was the Executive Producer of the Poliak Center for First Amendment Issues at Columbia Journalism School, where he produced the First Amendment Breakfast Series. He regularly produces events focused on the media for the Ford Foundation, and has developed programs for the New York State Court of Appeals and the National Association of State Legislatures. Platt is a graduate of Harvard Law School, the London School of Economics and Dartmouth College.

He and his wife, Jodi Katz, live in Chappaqua, New York where they are employed by their three sons.

Contact:

[gplatt@gothammediaventures.com](mailto:gplatt@gothammediaventures.com)

Tel: 917-710-2747