

2002 MINNESOTA  
INTERACTIVE  
MARKETING  
SUMMIT



**WHERE ARE  
WE NOW?:  
The State of  
Interactive  
Marketing**

**20 NOVEMBER 2002**

**John Golden, Design Director, Larsen Design + Interactive** John Golden's design expertise is fully engaged on the interactive landscape. In the eleven years since he received his BFA from the Minneapolis College of Art and Design, John has applied his talent to designing award-winning corporate communications through new media design. Combining the science of information architecture and strategic business planning with usability testing and graphic design, John has built numerous interactive interfaces - from Internet and intranet sites to kiosks and motion graphics. His client list includes Carlson School of Management, Schwan's, U.S. Bancorp, American Express, Valspar, NRG, Media Loft, UnitedHealthcare, Ecolab, Nexen, Multifoods and Hormel. In addition, John teaches college courses in interactive design.

**Mike Grandchamp, Vice President - Marketing, Digital River** Mr. Grandchamp is currently the Vice President - Marketing Communications leading Digital River's conference speaking program. Grandchamp founded Digital River's marketing department in 1997 and served as the Vice President - Marketing through 2002. This organization manages all aspects of Digital River marketing. Digital River is a leading e-commerce outsource provider serving more than 32,000 clients. Grandchamp previously served as senior vice president at The Martin Agency and spent sixteen years with U S WEST in marketing and communications. Grandchamp has been honored with over 70 national industry association awards and has presented at several international and national industry association conferences.

**Bill Jurewicz, CEO, Space 150** Bill gained his experience working on top brands at several national ad shops, including DDB Needham in Honolulu, BBDS in Chicago, and the most recent being Fallon Minneapolis. When writing the business plan for space150, he said his mission was to create the next generation of agencies by combining creative, technical and strategic capabilities. This 3-in-1 offer delivers custom solutions to clients that maximize their ROI. Bill explains that space150 exercises "version" upgrades and redevelops their corporate identity every 150 days. This scheduled plan reflects the importance of online evolution to their clients, so they stay up to speed with technology.

**Scott Litman, CEO, Imagnet** Scott is the indefatigable founder of Imagnet who has over fifteen years of experience in technology leadership, sales and the fulfillment of leading edge technical solutions. Scott provides the guiding vision and leadership that has catapulted Imagnet into the forefront of delivering personalized, managed web sites. He brings with him a style that is open and casual, yet driven to achieve success.

**Jeffrey Rich, Vice President, Retail Business Development, Harte-Hanks** Jeff is responsible for helping Harte-Hanks' retail clients develop and manage multi-channel marketing strategies using database-driven direct and electronic marketing and customer care. His clients include The Sharper Image, REI, Target Corporation, The Gap, Home Depot, Petco, Zales, Pier 1, Nordstrom and Neiman Marcus. Jeff has over 14 years of marketing experience from both corporate and agency settings. Prior to joining Harte-Hanks, Jeff served The Lacek Group Worldwide, a Minneapolis-based loyalty marketing agency specializing in the development of relationship marketing programs for the travel and hospitality industries as their Director of Business Development. Prior to The Lacek Group, Jeff applied his analytic, creative and marketing skills for Target Corporation, Periscope Advertising Communications and Dain Rauscher.

**Steve Wallace, Client Manager, IQ Marketing** Steve Wallace is a Client Manager with IQ Marketing working primarily with Interactive development and direct marketing programs. Working with Forbes Inc. briefly in 1994-95, Mr. Wallace was initially involved in the online development with forbes.com. Mr. Wallace worked for a mid-sized marketing agency in New Jersey as the Interactive Accounts Manager and developed projects for several telecommunications and medical clients including; AT&T WorldNet Service, Lucent Technologies, Warner-Lambert, and Quest Diagnostics. Mr. Wallace moved back home to Minnesota in 1999 and worked with a small design firm - KruegerWright - broadening the company's capabilities to a more full-service agency model. Client projects included; Ceridian, Orphan Medical, HighJump Software, and Dain Rauscher.

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