



# ENTERPRISE FORUM CONNECTICUT

Tuesday, October 27<sup>th</sup> | 5:00 – 8:00 | New Haven Lawn Club | 193 Whitney Avenue, New Haven

Registration & Networking 5:00-5:30 | 5:30-8:00 Program

## Breakthroughs in Digital Marketing and Strategic Data

### Featured Speakers & Panelists:



**Paul Benson, Co-Founder, Synapse SEM** - As an online marketer for over eight years, Paul has worked with Fortune 500 B2B and B2C companies across multiple verticals. Paul first established himself in the SEM space with iProspect, one of the most respected firms in the search engine marketing industry. Paul has also consulted for several small and medium-sized businesses, helping traditional marketing firms leverage online channels to increase sales for their clients. As the co-founder of Synapse SEM, Paul oversees the strategic direction and growth initiatives for all Synapse clients. Paul has hosted several webinars, written articles and conducted trainings focused on advanced paid search strategies and tactics to maximize efficiency. Paul earned his Bachelor of Science degree from the University of Rhode Island, and earned his MBA, cum laude, from Babson College.



**Mark Casali, Co-Founder, Synapse SEM**-Mark began his career in the financial industry where he served as a registered CPA and consultant for CohnReznick LLP, one of the largest accounting firms in the country. With a strong financial background, Mark brings a unique data-focused perspective to the SEM industry. As company Co-founder, he serves as a financial advisor to all Synapse clients by ensuring that the strategies maximize results where they matter most—the bottom line. He is also experienced in statistical and financial modeling to help identify otherwise unexposed opportunities for clients. Mark is a graduate of Babson in Wellesley Massachusetts. At Babson, Mark earned a Bachelor of Science Degree, magna cum laude, in Business Management, and achieved a Master's Degree, summa cum laude, in the Science of Accounting at the F.W. Olin Graduate School. Mark has over five years in the SEM industry and is now co-teaching a search engine marketing course at Babson College.

### Moderator:



**Ira Yellen, President & CEO, First Experience Communications**-oversees marketing & communications projects for Fortune 500 companies to non-profit organizations. His strategic skills encompass in integrated marketing communications, e-commerce, and online media of all kinds for companies in the high technology, precision manufacturing, education, healthcare and financial services sectors. He is currently marketing his new company, iNeedHomecareNow.com, an online referral and match website that helps family caregivers find the professional and quality home care agencies and online resources where assisted daily living needs for a loved one is needed.

## The Evenings Panelists:



**Matt Trant, VP of Digital Services + Analytics, Cashman + Katz-** Specializing in digital strategy, eCommerce marketing and user experience, Matt helps clients polish their online presence, get found consistently and use the medium to reach and interact with key constituents or customers. Matt focuses on creating strategies that are scalable, generate leads, decrease cost per acquisition and ultimately convey the brand story to the consumer. Previously, he served as Director of Digital Marketing and Analytics for a leading consumer products website where he spearheaded paid search programs covering a product catalog of 50,000+ SKUs and more than 1,000 campaigns. He was also Search & Analytics Manager at Cronin & Company, where he serviced national accounts such as Amica Insurance, among others.



**Kara Mitchell, SVP of Client Service, Mintz + Hoke-** Kara Mitchell currently serves as SVP, Director of Client Service with Mintz + Hoke. For over a decade Kara has been providing expert counsel on everything from business strategy to engagement to analytics, helping clients set direction to overcome their biggest marketing obstacles. Kara builds communications recommendations that help clients discover real consumer insights and turn them into transactions. And she has done this for larger and smaller clients including: ConnectiCare, Frontier Communications and Quinnipiac University.



**Jon Rubin, Partner, Westbury Group-** Mr. Rubin is a partner at the Westbury Group, a leading boutique investment bank in Westport, CT. He has extensive experience in deal structuring and execution, both as an advisor and as a principal. Prior to joining Westbury Group in 2005, Rubin founded Abacus Capital Partners, an advisory and consulting company. He was CEO for E-Sync Networks, (NSDQ: ESNI), an online supply chain company. Mr. Rubin held management positions at TeleChoice, NFO Worldwide, Southern New England Telephone (SNET) and Trans National Communications (TNC). At SNET, as President of the General Consumer Group, Mr. Rubin helped the company become the #2 long distance carrier in Connecticut, pioneering the company's bundled local, long distance, wireless and Internet service offerings. At TNC, a long distance service provider, Mr. Rubin ran the residential division of the company, and spearheaded the use of affinity marketing for long distance service, which enabled TNC to hit #12 on the Inc. 500. Mr. Rubin worked as a management consultant for Mercer Management Consulting and Bain & Co., and began his career Morgan Stanley. Mr. Rubin holds an MBA and a BA in English Literature (cum laude) from Yale University.

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