



## 2008 Board of Directors – Nominee Profile

**Nominee Name:** Max Kalehoff  
**Nominee Job Title:** Vice President – Marketing  
**Nomination Company:** Clickable  
**Company URL:** [www.clickable.com](http://www.clickable.com)  
**Country/Countries Located:** U.S.A., India

### **General Background/Bio:**

Max is a renowned expert, evangelist and student of interactive marketing, with an extraordinary track record of defining and building the reputations of early-stage companies. Prior to joining Clickable, Max spent over three years at Nielsen BuzzMetrics, most recently as Vice President of Marketing, where he helped grow the business from a startup into the global measurement standard in online consumer-generated media. Prior to Nielsen, he helped develop some of the most influential brands in Web analytics, including ComScore, Media Metrix, and Hitwise. He frequently lectures to industry organizations and educational groups, such as the Word-of-Mouth Marketing Association, the Advertising Research Foundation, The Marketing Sciences Institute, ad:tech, OMMA, and Columbia University. He pens a widely-read blog about marketing, media, and life called AttentionMax.com and authors a weekly “OnlineSpin” column in MediaPost. He also is a former columnist for SearchInsider. Max holds a Bachelor of Science degree from Syracuse University’s Newhouse School.

### **What major contribution will you bring to SEMPO and its membership?**

The biggest contribution I will bring to SEMPO is the ability to drive strategic focus while elevating relevancy and reputation of the organization. The second biggest contribution will be my high enthusiasm for simplifying and advancing the search industry.

### **Why should people vote for you?**

My industry leadership, domain expertise, reputation building, industry credibility and humble listening:

**1. Industry Leadership.** My history of industry leadership speaks for itself. I’ve had prominent roles and contributions within a number of critical industry groups, including the Advertising Research Foundation, The Interactive Advertising Bureau, ESOMAR, the Marketing Sciences Institute and Word Of Mouth Marketing Association (as a founding company) and numerous government and academic institutions. I’m also currently a chair of MediaPost OMMA conference. My decision to run for a SEMPO director seat underscores my passionate interest, commitment to perform far beyond expectations and desire to help lead the organization to an even better future.

**2. Domain Expertise.** I’m recognized in the online advertising industry for my insights into how technology and new advertising approaches are changing marketing as we know it. My experience includes a unique blend of strategic and

tactical knowledge of advertising, analytics and interactive marketing – always on the cutting edge. I've consulted and held leadership roles in interactive marketing, media and industry research, advertising, search, social media and corporate communications with some of the most renowned startup pioneers and established firms. They include WPP/Y&R, ComScore Media Metrix, Hitwise, BuzzMetrics, Nielsen Online and, most recently, search-advertising solution Clickable.

**3. Reputation Building.** I'm recognized for building and improving the reputations of nearly all the companies and trade groups I've worked with. My vested interest with SEMPO means that I will significantly contribute to building its reputation.

**4. Industry Credibility.** I'm the Friday opinion columnist for MediaPost's Online Spin, one of the most widely read newsletters in the interactive business. I author a widely read marketing blog called AttentionMax.com, which has a following of several thousand readers. I'm frequently called on by leading trade publications, industry groups, universities, government agencies and companies – for my perspective on disruptive trends in the media and marketing industries.

**5. Humble Listening.** I place a higher premium on listening versus speaking. Among my greatest contributions will be my investment in building relationships and listening across the membership. I will effectively channel that feedback into the SEMPO leadership and agenda.

**Where do you think the organization should be in the next year?**

SEMPO should become a higher beacon of clarity in defining the search landscape. Search represents a seminal marketing shift, but the entire search industry is facing tremendous complexities and fragmentation. As a result, search still lives in its own silo, separate from the rest of marketing. Even search insiders have a disjointed view of their own industry. The search industry's advancement hinges on telling a more SIMPLE and RELEVANT story. SEMPO is doing a truly fantastic job, but it has an opportunity to further crystallize and elevate its point of view in the broader marketing industry. Everyone in marketing should know what SEMPO stands for, what it's done, and what it's going to do. If SEMPO can get itself to that level of unity and awareness, its ability to fulfill all other objectives will rapidly increase.