

IT Bios:

Chris Emergui

As President of BAM Strategy, Chris Emergui brings his twelve years of industry experience to the Interactive Marketing community. A graduate of McGill University, Chris was recently named a member of the McGill MBA Technology and Innovation Expert Panel and won the BDC Entrepreneur of the Year award in 2000. BAM, too, has won several marketing awards over the years - most recently a Creative Summit award for Herbal Essences "Love Is in the Hair" campaign - and includes as its clients Procter & Gamble, Reader's Digest, ACNielsen, Lavalife, Rogers and several successful start ups. The company has also launched Divine.ca, Canada's fastest growing woman's website with over 500,000 monthly visitors.

www.bamstrategy.com

Danny Chazenoff

Danny Chazenoff is COO of Optimal Payments, a company which specializes in providing secure payment processing on line to business involved in micro payments or purchases of any amount, coupons or special discounts, credit card or debit cards...in other words, any purchasing phase of the exploding world of e-commerce. With a B.Comm from McGill and an MBA from Concordia, Danny has used Technology and IT as a springboard to communicate to a broad range of stakeholders within the business world. Beginning as a programmer/analyst more than 20 years ago, he has made a point of focusing on the specific needs of each company to customize technology and operations solutions to individual situations.

www.optimalpayments.ca

Hadar Friedman

Hadar Friedman is the Chief Information Officer for Groupe Level 1, a Montreal-based IT firm that provides hardware procurement services, consulting, and system integration. The company, which was founded in 2004, has a client array that spans from small businesses to enterprise size multinationals. Hadar currently oversees the services and technical consulting for Level 1. Prior to working at Groupe level 1, Hadar was VP of Operations at an online social community which mixed web 2.0 technology with skilled off line competition and head of operations at a local award-winning retailer in the digital imaging field. He holds certification from Microsoft, VMware, Symantec, HP and other leading industry companies.

www.level1.ca

Maggie Lattuca

At McGill University, Maggie Lattuca manages the Educational Technologies Division, Content & Collaboration Solutions department, helping the university

decide which technologies should be integrated into their curriculum and how to design the training to facilitate its adoption. Her department also consults on effective learning to encourage and support increased student engagement. Since acquiring her Master's in Educational Technology from UBC, she has worked at both McGill and Concordia and given dozens of presentations on teaching and instructional design. As the winter flu season approaches, she has another portfolio; the continuity of learning for McGill students in the case of a pandemic which empties the campuses and forces on-line education.
www.mcgill.ca/collaboration

CT Moore

An accomplished blogger, journalist, podcaster, and speaker, CT Moore's work has spanned a variety of media, including print, online, radio, and television. After completing a Bachelor's Degree in Political-Science & Economics, he pursued a career in online media helping both multi-nationals and start-ups leverage new media to reach their business goals. He has consulted for leading brands such as American Apparel and Yellow Pages, and has been a video producer, a director of market relations, and communication and content strategist. Currently, he is an account manager at NVI, an interactive marketing agency, where he manages his clients' SEO, PPC, and social media needs, and contributes to the new media strategies of the company as a whole.
www.gypsybandito.com