

All Speakers

Keynote Speakers



Lunch Keynote Speaker **Frances Cole Jones**

Frances Cole Jones is the author of “How to Wow: Proven Strategies for Selling Your (Brilliant) Self in any Situation” and “Wow Your Way into the Job of Your Dreams”, she is also the creator of “Interview Wow” an app for the iPhone and iPad. Forbes.com voted Frances' blog www.francescolejones.com, one of the top 100 websites for women. In 2014, Speaking.com voted Frances one of the top 5 speakers in Communication. She is an etiquette expert for e-How, a job interview expert for About.com and a body language expert for The Insider.

Frances founded her company Cole Media Management in 1997. The company's focus is on helping clients catch their customer's attention and keep their trust. CMM clients have appeared on The Today Show, Good Morning America, C-SPAN, CNN, The Charlie Rose Show, E! Entertainment, Oprah, Project Runway, Top Chef and others. Clients' print interviews have appeared in publications including The Wall Street Journal, The New York Times, Forbes, Newsweek, etc.

Follow Frances on Twitter at: @FCJones and on Facebook: Frances Cole Jones



Opening Keynote Speaker **Pattie Simone**

Pattie is a serial entrepreneur, marketing consultant, digital strategist, business writer and video producer. Her clients benefit from insight and strategy gleaned from acclaimed social media thought leaders and entrepreneurs like Seth Godin, David Meerman Scott, Charlotte Beers, and Amanda Steinberg, written and produced by Pattie for many print and online spaces, including Entrepreneur Magazine, The Town Journal, Hubspot.com's Blog and NJ Bride Magazine. Pattie has shared her expertise, business trends and tips on ABC, FOX5 and MSNBC TV, and in MORE magazine, and her PR and marketing insight and client success stories have been quoted in numerous blogs and articles, including by Joe Connolly on WCBS Newsradio 880 & Bloomberg Small Business Report.

Follow Pattie on Twitter, Facebook and Instagram, @pattiesimone and @womencentric



Closing Keynote Speaker **Yasmin Bendor**

Yasmin Bendor is President & Founder of yMarketingMatters, a social media and digital marketing agency. Yasmin has helped many businesses expand their online presence, grow their business, get more leads, and profit with social and digital marketing. Yasmin consults with companies – large and small – to provide a digital marketing roadmap and blueprint for easy, immediate and successful implementation.

Follow Yasmin on Twitter and Instagram @yasminbendor and on Facebook @YasminBendoryMarketingMatters

VIP Presenters



Ramon Ray

Ramon Ray loves Aunt Jemima syrup, burnt pancakes, bacon and eggs. He is also a four-time entrepreneur, best-selling author, global speaker and producer.

Ramon is Editor & Founder of Smart Hustle Magazine, his third book is Amazon.com best seller "Facebook Guide to Small Business Marketing".

Ramon has been invited as an expert witness to Congress, invited by the Office of the President of the United States to speak at the White House and produced many events including the "Smart Hustle Small Business Conference", "Small Business Summit", "Small Business Technology Tour", "Small Biz Big Things" and more. Get to know Ramon better at <http://www.ramonray.com>

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Sandra Fathi

Sandra Fathi is President and Founder of Affect, a public relations, marketing and social media agency specializing in technology, healthcare and professional services. Starting her career as a tech reporter, Sandra went on to work at a number of leading technology firms and one of the top global PR agencies. Her clients have included Apple, EDS, Ericsson, Nokia and Microsoft, as well as innovative start-ups. Sandra is a current board member of the PR Council and has served as Chair of PRSA's Tri-State District, President of PRSA-NY and President of the PRSA Technology Section. Her expert commentary has appeared in CNN, Forbes, Entrepreneur, Inc., Huffington Post and U.S. News & World Report. She has also been recognized as one of PRNews' Top Women in PR, a PRNews PR Professional of the Year finalist, and a Bulldog PR Agency

Professional of the Year.

For more info, visit: <http://www.affect.com/>

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<https://twitter.com/sandrafathi>

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Presenters



Pam Aungst

Pam Aungst is President and Chief Web Traffic Controller at Pam Ann Marketing, LLC. Pam has been coding since age 6 (seriously, Commodore 64!), building websites since 1997, and working in the field of internet marketing and e-commerce since 2005. Pam Ann Marketing, LLC, helps businesses across all industries get more traffic to their websites and get more leads, through SEO (search engine optimization), and SEM (Google AdWords and Bing Ads). Pam Ann Marketing, LLC. also specialize in Google Analytics consulting. For more info, visit: <http://pamannmarketing.com>

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[YouTube.com/user/pamannmarketing](https://www.youtube.com/user/pamannmarketing)

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Shawn Brown

Shawn Brown is an award-winning Social Media Producer at News 12 Networks. He develops social strategies to expand News 12's brand, engage social media users and trains talent on best practices for News 12's seven stations in NY, NJ and CT. For more info, visit: <http://www.news12.com>

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Wayne Cabot

Wayne wakes up New York City weekdays 5-10 am on the CBS flagship, WCBS Newsradio 880 where he has anchored and reported the news since 1988. Working at WCBS fulfills a lifelong dream for Wayne who, as a teenager, frequently took the bus to Manhattan to watch the WCBS anchors at work. His weekly podcast "News on the Rocks" has been named a "Podfluencer" by TopPodcast.com. Professional awards include the NY Press Club, the Associated Press, and an Edward R. Murrow award for overall excellence as part of the WCBS news team. Wayne lives in Hunterdon County with his wife, Jill, and their two children. When he's not getting up at 2:30 in the morning he's hiking the Appalachian Trail, biking, or attempting to golf. For more info, visit:

<http://newyork.cbslocal.com/station/wcbs-880/>

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Robin Colner

Robin Colner has been at the forefront of the digital and social media revolution for over twenty years, working for leading advertising agencies such as McCann Erickson and Fortune 100 corporations including Citigroup and American Express. An MBA graduate of The Wharton School of Business, Robin currently serves as the Director of Fordham University's Digital and Social Media Professional Certificate Program as well as the founder and CEO of DigiStar Media, a digital and social media marketing agency dedicated to helping businesses drive traffic to their websites, improve their brand reputations, acquire customers and attract leads using social media and content marketing techniques. For more info, visit:

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Jason Diller

Jason Diller is the SVP Growth, The DSM Group, full-service marketing, advertising and public relations agency based in Bergen County, NJ.

Jason is the top inbound marketing expert and has been a passionate HubSpot user since 2009. He is now on the Elite Beta Team at HubSpot and continues to help them improve their product and service offerings for both clients and agency partners. He has deep experience in marketing, sales, analytics, finance, talent acquisition and development as well management. For more info, visit:

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Nigel Edelshain

Nigel Edelshain is COO of BigFish Digital Solutions, the digital agency within Wainscot Media. Wainscot Media is the publisher of BERGEN magazine and dozens of other lifestyle and luxury magazines around the country. BigFish Digital Solutions works with local business to boost their digital marketing in areas like social media, SEO, email marketing and website development. Nigel has an undergraduate degree in microchip design and is a graduate of the Wharton business school. For more info, visit: <http://wainscotmedia.com/digital>

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Susana Fonticoba

The owner of Right Click Advantage LLC, and a Constant Contact Master Certified Marketing Partner, Susana is on a mission to empower small business owners and entrepreneurs with the skills and strategies that will help them create smart marketing for real revenue results. Susana helps her customers attract ideal clients and plan their strategy so they can reap consistent results. For more info, visit:

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Ed Forbes

Ed Forbes is Senior Director, Breaking and Local News at NorthJersey.com and The Record in northern New Jersey. He had previously worked as managing editor at Iohud and The Journal News in White Plains, N.Y. He holds a master's degree from Columbia University and a bachelor's degree from St. Lawrence University, where he is president of the alumni association and alumni delegate to the Board of Trustees. He is a member of the Westchester County Association board. He lives in Mount Kisco, N.Y. with his wife, Emily Hunt Forbes, and their daughters, Caroline and Julia.

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Christine Gritmon

Christine Gritmon Inc. provides social media strategy consulting for small businesses and non-profits. Before entering the brave new world of social, Christine's previous professional experiences included big-brand creative marketing support, project management, & training program development, graphic design, and journalism. While a journalist, she was honored for her community engagement and personal branding achievements with a spot on Editor & Publisher Magazine's National "25 Under 35" list. She lives in Rockland County, NY with her husband and two children.

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Lori Highby

With a core personal value of lifelong-learning, Lori Highby has shared creative and strategic digital marketing, personal branding, and entrepreneurship lessons with people and organizations from all over. Her 17 years experience, education, and involvement range from owning a digital marketing agency, Keystone Click, being the 2013 recipient of the "Bravo! Entrepreneur Award" from BizTimes Media, teaching undergraduate students as an adjunct professor at UW-Milwaukee, and serving on numerous boards including the Better Business Bureau of Wisconsin. Lori earned her Bachelor's Degree in Business & Marketing from Marian University and her MBA from Cardinal Stritch University. In her free time, Lori enjoys playing hockey with her husband and keeping active with her two dachshunds. For more info, visit: <http://keystoneclick.com/>

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Lisa Larson-Kelley

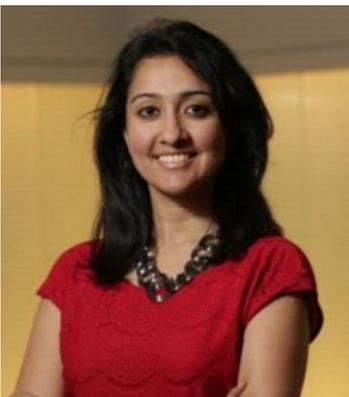
A Canva Design & Training Certified Expert and a Prezi Independent Expert, Lisa Larson-Kelley is a passionate trainer and sought-after speaker at technology conferences worldwide, with courses published with lynda.com, Skillshare, and Pluralsight. She provides consulting services along with on-site and online training to companies large and small – from local businesses to enterprise clients such as Google, Facebook, and Adobe. Her passion is empowering people to embrace technology and see its power – and their own. Connect with Lisa on Twitter at @lisamarienyc and on the web at KelleyGreenConsulting.com and LearnFromLisa.com.

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Anjalee Khemlani

Anjalee Khemlani, Deputy Managing Editor, [NJBIZ.com](http://njbiz.com)<<http://njbiz.com/>>, has in depth experience writing breaking news, features and investigative articles on health care, diversity, politics, business, and courts. She is social media and multimedia savvy, and was promoted to to a newly created position of deputy managing editor after 1.5 years at NJBiz. For more info, visit: <http://njbiz.com><<http://njbiz.com/>>.

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Sarit Lotem

Sarit Lotem is an expert web designer and marketer, a speaker and an author. She helps business owners and entrepreneurs convert their website's visitors into actually buyers so they can grow their business without working so hard. Sarit is the founder and CEO of LotemDesign.com and the author of the Amazon's bestseller book "Get More Client Online - How To Leverage Your Business And Generate New Clients".

With more than 10 years of experience, Sarit have worked with dozens of clients and have been featured in various business magazines, such as the Huffington Post, Forbes, Business.com, Simply Women magazine and Ellevate; Global Women Networking. For more info, visit: <http://www.lotemdesign.com/>

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Kelly McCaughey

Kelly McCaughey is a Marketing Specialist at Grey Sky Films Video Production Agency. She came to Grey Sky Films in 2012 with a background in advertising research, communications and design. As an Account Executive for her first two years at the company, Kelly worked directly with clients on their video production projects and ongoing needs. As a Marketing Specialist, Kelly leverages her knowledge of the video production process, as well as design and communication skills, to craft videos, blogs, and other collateral that help businesses learn more about video as an essential modern marketing tool. For more info, visit:

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Brett Melillo

Brett Melillo is an IAB certified professional with years of experience in business development, marketing strategy, brand building, digital/mobile planning and development. He currently leads the digital advertising division of North Jersey Media Group, a Gannett/USA Today company, where he focuses digital sales strategies and client campaign solutions on lead generation and brand awareness through targeted multi-media marketing solutions. With North Jersey Media Group's dominant online media presence in North Jersey combined with their vast audience reach and digital knowledge, they are able to connect the local business community with their target market.

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Donna Miller

Donna is a business and community leader, a speaker, an educator and an entrepreneur who is passionate about seeing small businesses thrive.

Her team has helped well over 2,000 companies to start and grow by providing back office support, bookkeeping, educational programs and office space. She believes in the power of collaboration (C3=Connect, Collaborate, Community) and that companies should be a force for good.

Donna is the recipient of numerous awards, a sought after speaker and in her "spare" time she is on the board of the Morris County Chamber of Commerce. She is a regular blogger and can often be found writing on a beach. For more information, visit: www.c3workplace.com

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Robert Stern

Robert is a Social Media Strategist and the founder of The Social Leader. A Social Media consulting company focused on helping you build your business. He works one-on-one with people in business to help them better compete for brand awareness, improve the growth and retention of their clients and help them understand and profit from social media and content marketing. Robert has been in the forefront of Live Streaming and Video for Social Media since it's inception. Robert lives in Northern New Jersey, outside of New York City with his daughter who is becoming quite the social media princess. For more information visit: www.thesocialleader.us.

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Elyse Toribio

Elyse Toribio is the Social-Mobile Editor for The Record and NorthJersey.com. She oversees branded social media accounts and is responsible for developing social and mobile strategies for editorial content and helping to grow new audiences through journalists' brand development. Elyse has been with The Record and NorthJersey.com since 2012, and is a member National Association of Hispanic Journalists. Follow her on Twitter @elysetoribio

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Karen Yankovich

Karen Yankovich is a Conversational Conversion Expert. She rocks a variety of communities on Social Media including Instagram, Twitter, and Facebook, and is an internationally recognized leader on LinkedIn. As CEO of Uplevel Media LLC, and founder of the "LinkedIn Revolution". Karen teaches her clients about how to build authentic rapport with THEIR clients, prospects, influencers and the media - and how to leverage those conversations into transformative brand expansion, service and sales channels. Karen is a popular trainer & speaker and her advice has been featured on DailyWorth.com, Social Media Examiner and the Huffington Post. Karen's services include consulting, LinkedIn and other social media workshops, training programs, and speaking. For more information about Karen, visit karenyankovich.com.

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