Turning Technology Into Touch-Points: How Microsoft Connects Buyers with Sellers
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Abstract:
Over the past 10 years, the pervasiveness of technology and broadband has fundamentally changed the way marketers engage with their audiences and is disrupting age-old marketing models developed for an analog world. Find out how digital marketing is impacting "traditional" media, how technology is giving marketers more control over their advertising budgets, and how Microsoft intends to deliver more value for advertisers and consumers in today's always-on world.

About the Speaker:
Steve Patrizi is the Manager of Advertising Sales for Microsoft's Northern California District, where he manages a team tasked with delivering digital marketing solutions for Fortune 500 accounts. Prior to joining Microsoft in October of 2004, Steve spent 10 years at Dow Jones & Company, most recently as Western Region Director of Advertising Sales for The Wall Street Journal Online. Steve holds a BA from Rutgers University in New Jersey.

Next week:
1. Professor Gabriel Elkaim, Computer Engineering, on “Robotics”
2. Term Paper, Part B due: see instructions on the reverse of this page