An End-to-End View into How Strategic Planning and Technology Converge to Provide Competitive Advantage in the Digital Marketing Space

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Abstract:
Digital marketing agencies are being challenged to change their services and technology solutions to address their clients’ needs as shifts in advertising investments move from traditional media to digital outlets. In this talk, John Schneider will cover how LEVEL Studios operates from a services perspective and provides thought leadership to its clients in a rapidly evolving technology marketplace. Following, Chris Guthrie will focus on how LEVEL identified a market opportunity to build a platform that enables clients to connect to an ever growing array of applications that are designed to reach customers beyond traditional Web sites by addressing mobile devices, social media and more.

About the Speakers:
John Schneider is a Senior Manager in LEVEL Studio’s Strategy practice. He assists global organizations in analyzing, defining, and implementing web strategies that strengthen their online presence and effectiveness. The strategy practice achieves measurable results by using a holistic approach that leverages LEVEL’s broad expertise in creative design, information architecture, software development, online marketing, and web analytics. His work includes a wide range of industry verticals represented by the following clients: Cisco, WebEx, Research in Motion, Jarden, NTN Buzztime, Marvell, and Salesforce.com. Before joining LEVEL, Mr. Schneider held a broad range of technology related positions in Silicon Valley, including Deloitte Consulting, Vigilance, and Seagate Technology. Highlights include his leadership over a program at Seagate Technology to redesign and localize its corporate and partner sites in 15 languages, which earned it 8th place in the top 200 global web sites of 2006*. John holds a Bachelor of Science degree in Business Administration from California Polytechnic State University, San Luis Obispo, a minor in French from Aix-Marseille III University in Aix-en-Provence, France, and an MBA from Santa Clara University.

Chris Guthrie is the User-Interface Development Manager LEVEL Studio in the San Jose location. He leads and directs a team of developers in multiple disciplines, working with highly influential global brands like Cisco, Cisco WebEx, Tesla Motors, Salesforce and Motorola. The LEVEL | SJ UI team provides invaluable service to these and other organizations in both consulting and development. Chris has been involved in the design, web and technology industry for over 12 years and has worked on a wide range of successful and innovative projects using various mediums. Before joining LEVEL, Chris worked as a Senior Manager in Technology and Marketing doing product design and web development at ETL, a product innovation and marketing company located in the Central Valley. Chris’ adventurous management style and skilled strategic planning resulted in exponential growth for their retail sales division and several lucrative partnerships with top-tier organizations, including Bed, Bath & Beyond, Target and QVC. Chris attended California State University Stanislaus where he focused on Marketing, Business Administration, Computer Information Systems and even dabbled in Accounting.

Next week: Professor John Musacchio, on “Game Theory and Net Neutrality”