

Presenter information

- **Ron Pynes, Managing Partner, Axis41**

Ron Pynes is an advertising/marketing executive with 19 years experience producing global marketing campaigns. He was a principal at SectorC2W, a division of San Diego based Titan Corporation, was director of worldwide advertising for Novell Inc., and helped establish The Martha Felt Group in 1995 (now McCann Erickson SLC). He has also worked for Dahlin Smith White Advertising and Ogilvy & Mather. Ron oversees daily operations of the business and manages the account service team at Axis41.

- **Reed Wright, Chief Architect, Axis41**

Reed Wright is an Internet innovator with 16 years experience solving business challenges with Web technologies. He has been a principal at SectorC2W and director of the Web Experience at Novell Inc., where he launched the award-winning Novell.com Web site and online community. He has worked closely and consulted with businesses such as CNN, Intel, FranklinCovey, and WordPerfect. As chief architect, Mr. Wright oversees the technical teams, and provides architectural direction that achieves optimal brand and marketing integration.

Axis41

Bringing a revolutionary approach to marketing communications, Salt Lake City-based Axis41 comprises a team of communication and program design specialists who strategically use and develop a wide variety of marketing and Web tools to effectively create a measurable voice that radiates from their clients' organizations. Among Axis41's clients are: ADP Lightspeed, Agel, C.R. England, CIENA Communications, ClearOne Communications, FranklinCovey, Intermountain Health Care, Novell, Stein Eriksen Lodge, Symantec, OC Tanner, Nokia, and VISTA Staffing Solutions. Learn more — visit www.axis41.com.

- **Nancy Lawson, Marketing Director, Parr Brown Gee & Loveless**

Nancy Lawson has spent the past thirteen years in legal marketing, working for law firms in Salt Lake City and Indianapolis. As the Marketing Director for Parr Brown, she helps attorneys grow their practices by implementing innovative and effective business development and branding initiatives.