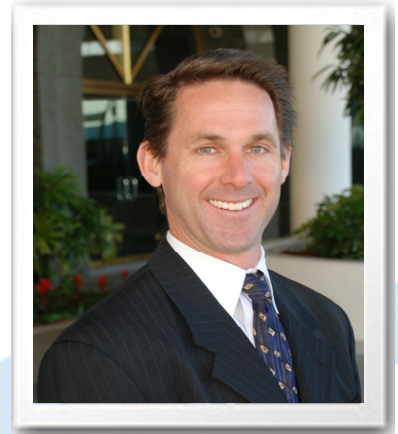


## Winning in the Digital Revolution – Effective Internet Success Strategies

**KEVIN HOURIGAN –**  
**Interactive Marketing & Internet Business Results Expert**  
President and CEO, Bayshore Solutions



Interactive technology, marketing and strategic advisor to victorious organizations, Kevin Hourigan, is an adept entrepreneur and captivating presenter of real, up-to-the-minute success strategies. He offers insights and tools in plain English that business people can understand and put to profitable use today.

### Featured At:

- Tech Trends panel event with GM, Google, Nielsen & The Florida Aquarium
- US Chamber of Commerce Small Business Summit Technology Panel Expert
- Greater Tampa Chamber: Power Breakfast & Business of the Year M.C. & Award Coach
- Tampa Bay Executive Forum on Differentiating Marketing by Leveraging online Strategies
- Tampa Executive Summit Keynote

### Comments on Kevin:

“Kevin spoke in terms that made sense to me and my business. He kept me engaged at an early-morning presentation and he lit-up ideas and enthusiasm that carried through to my ongoing competitive efforts.”

-- Tony DiBenedetto, CEO, Tribridge

“Mr. Hourigan showed me how to seize new technology by the horns. I walked away with clearer understanding of workable options to include in my marketing - and the specific results I can expect.”

-- Shawn Hughes,  
CEO, Castion ThermoEnergy

“After hearing, Kevin, the whole ‘Interactive marketing technologies fog’ in my mind lifted. I learned what I need to know to stay ahead of the game in my business.”

-- Tom Wallace, CEO, Red Vector

“Kevin’s expert and actionable presentations to our AMA chapter are extremely popular. They are a key driver of our member satisfaction and successful events.”

-- Karin Arden, President, Tampa Bay Chapter,  
American Marketing Association

### Acumen & Accolades:

Over 16 years of technology, e-commerce & internet services industry performance with typical customer results metrics including:

- **\$200,000 Annual Marketing Cost Savings**
- **683% Increase in Website Sales Conversion**
- **89% Reduction in Cost per Conversion**
- **4,466% Website Traffic Increase**
- **242% Increase in Online Sales**

Co-Founder & CEO of **Bayshore Solutions**, leading its 14 year record of excellence in Interactive Marketing Strategy and services to clients, and recognized by:

- **Advertising Age Magazine:** Top 100 Interactive Marketing Services Agency (2003 through 2009)
- **B2B Magazine:** Top 20 US Interactive Agency (2004-2005, 2007-2009)
- **INC Magazine:** INC 5000 (2007-2008)
- **Microsoft:** Global Partner of the Year for Customer Excellence (2004)
- **United States Chamber of Commerce:** 2008 Southeast Regional Finalist - Small Business of the Year
- **Greater Tampa Chamber of Commerce:** 2007 Business of the Year
- **Web Marketing Awards:** Best of Industry (2005-2009)

Individual and Leadership Honors include:

- **Tampa Bay’s “Ultimate CEO”** Tampa Bay Business Journal (2008)
- **Top 25 Technology Leaders:** Tampa Bay Business Journal
- **Top 40 Executives Under 40:** Gulf Coast Business Review & Tampa Bay Business Journal

Enrichment of community & industry outreach through active service on the boards & committees of:

- CEO Council of Tampa Bay
- The Tampa Bay Partnership
- Tampa Bay Technology Forum
- Leadership Tampa Bay
- Greater Tampa Chamber of Commerce
- Financial Executives International -Tampa Bay

**Credible • Charismatic • Content-Rich Presentation**  
Contact Kevin at: [khourigan@bayshoresolutions.com](mailto:khourigan@bayshoresolutions.com)