

Flint McGlaughlin
curriculum vitae
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Contact Information

Flint McGlaughlin
412 Boardwalk
Jacksonville Beach, FL
32250 USA

director@MECLABS.com

Married for twenty years; three children

Abbreviated Bio

Flint McGlaughlin is the Director of MECLABS. The organization has partnered with key market leaders including, *The New York Times*, Microsoft Corporation, and Reuters Group. Flint also serves as the Director of Enterprise Research at the Transforming Business Institute, University of Cambridge (UK), as the Chairman of the Board of Governors for St. Stephen's University, and as a Trustee for Westminster Theological Centre. Dr. McGlaughlin originally studied Philosophy and Theology at the University of London's Specialist Jesuit College. Today, his primary research is focused on enterprise as transformative agent. His work has won multiple awards and has been quoted in more than 13,000 online and offline sources.

Awards (Selected)

- "Mountainland Award for Short Fiction" – Grand prize for story, *His Winter Came In Spring* (2003)
- "Medal of Excellence" – Harberson and Associates for MECLABS (2002)
- "Best in America" – McDonald Council/Prosavvy – Most Effective Research Project Execution (2001)
- "Best on the Web" – Best Marketing Research Site – Awarded by Paul Christ of West Chester University, Pennsylvania State, Director of KnowThis.Com
- "TV Guide Editors Choice" – Co-Executive Producer for television series: *Courage* with Danny Glover (FOX TV) (2000)
- TELLY – Director of short film: *Lovely Feet* (1999)
- EMMY for television program *Survive an Attack* awarded to WTLV12 (NBC) (1997)
- "President's Public Service Award" – NEFAR (1997)
- "TELLY Award for Executive Producer of television special: *SPYCOM* (1996)
- "Best of Gannett Broadcasting" – For *STAB* with WTLV12 (NBC) (1995)
- Doctor of Divinity – Emanuel Seminary (1997)
- M.A. in philosophy and theology with Congratulatory Distinction – Heythrop College, The Jesuit Specialist College in Philosophy, University of London (2006)
- Ordination and License to Minister – NW Baptist Ministries (1988)

Ecclesiastical Work (Selected)

- Board of Governors – St. Stephens University, Canada
- Board of Trustees – Westminster Theological Center
- Board of Directors – i58 Projects, Inc. (Charity)
- Board of Directors – GCIC (Human Rights Organization)
- Pastor/Board of Directors – Vineyard Christian Fellowship

Research Work

2007-Present Director of Enterprise Research, Transforming Business Institute, the University of Cambridge

This is a new appointment.

1999-Present Director of MECLABS, LLC.

FOCUS: On the Distribution of Intellectual Assets Through Digital Channels, New Media, Publisher of *Marketing Experiments Journal* and seven other letters/publications (with four hundred thousand plus subscribers and customers).

Research/Development Partners Include:

- *New York Times*
- Reuters News Service
- *TheStreet.Com*
- *Encyclopaedia Britannica*

MECLABS, LLC owns ten media channels and conducts four national conferences and fifty web conference. It publishes four annual Benchmark Guides and are engaged in five-hundred-plus business partnerships. MECLABS has aggregated the Net's largest research library of marketing case studies and experiments.

Dr. McGlaughlin has a blanket patent pending on a new technology platform (a microlab) with nine new conversion-related distribution formulas, and a new research methodology for online testing. The core formulas include the following:

- $Vr = 5C(F,P,S...) + M - f$ ©
- $S = 2(NA-CT) + o + t - r$ ©
- $Opr > Oprn > Ochn$ ©
- $D = A + V + M + R$ ©
- $M = 3i + Prn + Chn + 2(A/R)$ ©
- $S = 2v + o + t - r$ ©
- (V) Force = NA-CT ©
- $C=4(m) + 3(v) + I - (f + 2a)$ ©
- $CTR = int + sn + inc$ ©
- $Q = (2(ip) / (it)) - r$ ©

1989-2000 Director of Defense Center (private research and teaching group)
FOCUS: Three primary research projects – SPYCOM (Surveillance and Procurement of Criminal Objectives and Methods), STAB (Security Test and Briefing), and COMTEST (Combat Effectiveness and Testing)

Professional Instructor Designations/Certifications earned and/or taught during the research with Defense Center include:

- PPCT Defense Tactics including:
 - Tactical Cuffing
 - Pressure Point Control Tactics
 - Active Countermeasures
 - Impact Weapons
 - Vascular Restraints
 - Weapons Retention
- RIPP Restraints
- I.S.C Control Points
- Transmission of Blood-Borne Pathogens in Self-Defense
- RAM-AIR Parachute Jumping

In conjunction with the above research, instructors in Law Enforcement, Special Operations Personnel, and Advanced Marshal Arts Practitioners have been trained. In addition, corporate security training and keynote addresses have been delivered to more than 1,500 organizations including:

- The U.S. Federal Reserve
- Alltel
- The U.S Army Special Forces
- Pitney Bowes
- The MBA Group
- LexiComp
- The U.S. Post Office
- Compass Bank
- University Hospitals
- Revlon
- Bank of America/Barnett
- Merrill Lynch
- AT&T
- Norwest Mortgage
- SunTrust Bank
- Fox Television

Business Articles /Lectures/Courses (Selected)

The following articles and lectures were prepared and delivered between 2001 and 2007. They were presented at conferences, web briefings, and in a variety of business publications. Most were originally written or edited for the *Marketing Experiments journal*.

- *The Marketing Experiments Compendium – A Year of 24 In-Depth Online Research Experiments, Volume 1* (July 2007)
- "Marketing Experiments Price Testing Brief," *Small Business Cash Flow* (2007)
- "Email Testing: Beware of Invalid Results," Marketing Sherpa Email Summit 2007 Speaker, General Session – Miami, FL (2007)
- "Keynote Address: The MEC Email Optimization Index," Marketing Sherpa Email Summit – Miami, FL (2007)
- "Email Marketing Tested," *The Email Optimization Index* (2007)
- "Online Ads Tested: How Matching Ad Design to Context Improved Conversion by 127%" (2007)

- “Optimizing Site Design: Increase Conversion by Reducing the Technology Barrier” (2007)
- “Optimizing Site Design: Eight Ways to Increase Site Conversion by Reducing Customer Anxiety” (2007)
- “Optimizing Free Trial Offers: Can Minor Copy and Design Changes Significantly Lift the Performance of Free Trial Offer Pages?” (2006)
- “Small PPC Search Engines Revisited: Can Online Marketers Achieve a Worthwhile Return on Investment with Smaller PPC Engines?” (2006)
- “Viral Video Clips Drive Targeted Traffic: Can Viral Video Clips Drive Targeted Traffic to Your Web Site?” (2006)
- “The ROI on PPC vs. Affiliate Marketing: Which Gives the Better Return on Your Investment—Pay Per Click Advertising or Affiliate Marketing?” (2006)
- “Testing the Power of Urgency on Offer Pages: How to Increase Conversion Rates with Real and Implied Urgency” (2006)
- “Essential Metrics for Online Marketers: How to Create a Simple Metrics Dashboard to Track What Really Matters” (2006)
- “Optimizing Landing Pages 2006: How a New Test Design Delivered an Additional 39% in Conversions” (2006)
- “Website Conversion Erosion: Measuring the Impact of Conversion Erosion” (2006)
- “Site Headlines Tested: How Optimizing Your Headlines Can Improve Your Website’s Conversion Rate by 73% or More” (2006)
- “Optimizing Landing Pages 2006: Applying the MEC Conversion Index” (2006)
- “Click Fraud Detection: How Difficult Is it to Detect Click Fraud on Your Own Website?” (2006)
- “In Search of a Value Proposition: The Impact of Value Proposition on Marketing Collateral” (2006)
- “The Power of Small Changes Tested: The Disproportionate Impact of Minor Changes on Website Conversion” (2006)
- “Optimizing Subscription Pathways Tested: The Impact of Simplifying Subscription Paths on Process Completion Ratios” (2006)
- “The MEC 2006 Marketing Blueprint in Practice: Case Studies” (2006)
- “Marketing Blueprint 2006: A Step-by-Step Guide Based on the 2006 Archive of Experiments” (2006)
- “Marketer’s Intuition Tested: How Reliable Is Intuition in Marketing Collateral Development?” (2006)
- “Multivariable Testing: How Testing Multiple Changes Simultaneously Can Save You Time, Speed Up Your Optimization Schedule, and Increase Your Profits” (2006)
- “The Compounding Effect of Micro-Gains Tested: How Small Performance Increases in PPC, Landing Page Conversions, Completed Sales, and More Combine to Deliver Big Improvements in Revenue” (2005)
- “Profit from Inbound Customer Service Tested: Capitalizing on Inbound Customer Service for Marketing Opportunities” (2005)

- “Price Testing: Pricing Products and Services to Achieve the Highest Revenue” (2005)
- “Domain/Product Name Testing: The Impact of Domain Name Selection on Site Conversion” (2005)
- “Press Releases Tested: How We Tested the Impact of Press Releases on Website Traffic and Inbound Links, and Found that Effective PR Can Deliver an ROI Superior to PPC Advertising” (2005)
- “90-Day PPC Plan Tested: How to Use Pay-Per-Click (PPC) Search Campaigns to Boost Website Traffic and Maximize Profits from Day One” (2005)
- “A/B Split Testing: How to Use A/B Split Testing to Increase Conversion Rates, Challenge Assumptions, and Solve Problems” (2005)
- “Conversion Rate Optimization Tested: How Our Test Site Improved its Overall Conversion Rate by 41.8%” (2005)
- “Shopping Cart Recovery Tested: How We Refined Our Email Messaging to Achieve a 263% Increase in the Recovery of Abandoned Carts” (2005)
- “Click Fraud: The Impact of Click Fraud on Marketing ROI” (2005)
- “PPC Ad Copy Tested: Optimizing Your Paid Search Advertising Copy” (2005)
- “The Impact of SPAM on Email Tested: We Investigate the New CAN-SPAM Law and Find How One Major Retailer Risked a Minimum \$41,500 Fine Just by Sending Holiday Emails to its Customers” (2005)
- “Free Trial Offers Tested: How Our Test Site Reduced its Cost-Per-Acquisition by Nearly 40%” (2005)
- “eBay Stores Tested: The Value of eBay as a Marketing Channel” (2005)
- “Page Weight Tested: The Impact of Load-Time on Conversion” (2005)
- “Online Competitive Analysis Tested: The Impact of Competitive Analysis on Marketing ROI” (2005)
- “Price Testing for the Internet Product Offering” Marketing Sherpa Content and Subscriptions Summit, New York (2004)
- “Customer Ratings Tested: The Impact of Customer Ratings on Conversion” (2004)
- “Subscription Revenue Tested: The Impact of Duration Options on Subscription Sales Conversion” (2004)
- “Ezine Advertising Tested: Optimizing Email Newsletter Campaigns” (2004)
- “Linking Strategies Tested: Link Optimization Strategies Tested” (2004)
- “Avoiding Unprofitable PPC Campaigns Tested: How Data Analysis and Bidding Strategies Can Prevent Lost Revenue on Pay-Per-Click Search Engines” (2004)
- “Dynamic Web Pages Tested: How Our Test Site Achieved a Total of 70,000+ Dynamic Web Pages Indexed” (2004)
- “Welcome Message Sequence Tested: How Our Test Site Utilized its Welcome Message Sequence to Create a 13.5% Return Visitor Rate in the First Five Days” (2004)

- "Long Copy vs. Short Copy Tested: Optimizing Copy For Maximum Conversion" (2004)
- "Configurators Tested: How the Use of a Configurator Enabled Our Test Site to Achieve an 11.74% Conversion Rate Through its Primary Order Path" (2004)
- "Amazon OLS Stores Tested: How Our Test Store Generated a 135.28% ROI in its First Month" (2004)
- "Landing Pages Tested: How Landing Page Optimization Achieved a 30% Increase in Conversion" (2004)
- "PPC for Subscription Sites Tested: Maximizing Paid Search for Subscription Sites" (2004)
- "Data Feeds Tested: How to Create and Effectively Use Data Feeds for Profitable" Campaigns (2004)
- "Natural Search Engines Tested: How Natural Search Can Increase Site Traffic by 43% and Lower Per-Click Fees by 29%" (2004)
- "eBay Basics Tested: How to Determine if eBay Is a Good Marketing Channel for Your Products" (2004)
- "Online Conferences Tested: How Utilizing Online/Phone Conferences Can Enhance Your Online Publishing or Retail Offering" (2004)
- "Google AdWords Tested, Part 2: New Insights from Our Sustained Testing of the Google AdWords" (2004)
- "Google AdSense Tested: How Our Test Site Generated Over 60 Million Impressions in a Four-Month Test" (2004)
- "Ideal Subscription Path Tested: How Implementing an Improved Subscription Path for an Online Content Offering Increased the Monthly Revenue of Our Test Site by 14.74%" (2004)
- "Small PPC Engines Tested: How Moving Beyond Google and Overture Can Increase Your Gross Sales by 15% (2004)
- "Yahoo! Store Changes Tested: How Recent Changes at Yahoo! Shopping Impact the Effectiveness of a Yahoo! Store as a Marketing Tool" (2004)
- "Effective Email Campaigns: How Our Test Site Boosted Sales by 49%" (2004)
- "Offer Pricing Tested: How to Test and Optimize Your Pricing" (2004)
- "Shipping Charges Tested: How to Use Shipping Charges as a Marketing Tactic" (2004)
- "Email Capture Tested: Two Simple Scripts for New Pop-Up Windows that Maximize Email Capture and Minimize Annoyance" (2004)
- "Website Awards Tested: How to Improve Your Conversion Ratio with a Methodical Campaign to Win Strategic Awards" (2004)
- "Web Metrics Tested: An Analysis of 26 Different Web Metrics Tools to Determine the Simplest, Most Accurate Way To Capture Accurate Numbers" (2003)
- "Abandoned Order Recovery Tested: How Our Test Site Leveraged the Power of Email to Save 4,000 Lost Orders" (2003)

- "Affiliate Marketing Tested: How Our Test Site Achieved \$6.5 Million in Sales with Just 50 Active Affiliates," (2003)
- "Google PageRank Tested: How Our Test Site Derived 90 Percent of its Traffic from Google, and Reduced its Cost Per Click by 43 Percent" (2003)
- "Transparent Marketing: How to Communicate to the Post-Modern Consumer" (2003)
- "Web Metrics Tested: We Test Twenty-Six Different Web Metrics Tools to Determine the Simplest, Most Accurate Way to Capture the Numbers You Need" (2003)
- "DealTime.com's Product Categories Tested: DealTime.com's Product Categories" (2003)
- "DealTime Tested: 15,000 Products Tested, Achieving a Conversion Ratio of 13%" (2002)
- "Overture Tested: Expanded Key Word Strategy Tested, Resulting in a 4,067% Return" (2002)
- "Google's New Adwords Select: Detailed, 46-Point Blueprint Tested, Achieving an Average ROI of 1,200%" (2002)
- "Comparison Search Engines: 40,000 Products Tested Across 12 Different Comparison Search Engines to Determine True Conversion Ratios" (2002)
- "Email Capture Pop-Ups: Sign-Up Incentive Yields 319% Increase in Conversion)" (2002)
- "Home Page Design: Visitor Penetration Ratios Tested for Six Months to Determine How to Produce Optimum Design Results" *Marketing Experiments journal* (2001)
- "The Order Process: Three Months of Transactions Analyzed to Determine Primary Cause \$6.5 billion in Cart Abandonment Losses" (2001)
- "Site Compatibility: Five Web Sites on 14 Different Computer Systems Tested to Discover How to Improve the Conversion Ratio by 42%" (2001)
- "Content Sales: Comparative Conversion Ratios Determined for Premium Subscription, Specialized eBook, and a Tangible Product Line" (2001)
- "Marketplace Manager: Online Services Tested that Enables a Merchant to List Their Product at More than 1,200 URLs and Reach More Than 200 million Unique Prospects" (2001)
- "Ezine Promotion: 36 List Directories and Review Sites Tested" (2001)
- "Yahoo Stores: 6 Yahoo Stores Tested Over 6 Months to Determine the Value of a Listing in the Yahoo Marketplace" (2001)
- "Pay Search Engines: GoTo, Kanoodle, FindWhat, Win4Win, and Sprinks Tested Through an Eight-Month Study" (2001)

Professional Certification Courses (Developed and Taught)

- Online Experimental Design and Single Factorial Testing (2006)
- Paid Search Management Experimentation and Optimization (2007)
- Landing Page Experimentation and Optimization For Subscription (2007)

- Landing Page Experimentation and Optimization for Ecommerce (2007)
- Email Messaging Optimization (2008)

Philosophy and Theology Papers/Lectures/Sermons (Selected)

- "CTP: How to Increase Your Ability to Optimize Sub-Path Pages by 30 to 50 Percent," MarketingSherpa Summit, New York, New York (2008)
- "Enterprise as Community of Communities," Harvard Club, New York, New York (2008)
- "Enterprise as Community of Communities," Fordham University, New York, New York (2008)
- "Enterprise as Community of Communities," Columbia University, New York, New York (2008)
- "Convergence: A New Missiological Model," i58 Leadership Conference, Ponte Vedra Beach, Florida (2008)
- "Fulfilling Your Call in the Marketplace," Calvin College, Grand Rapids, Michigan (2007)
- "Cliff Edge Prayer: How to Talk with God When You are Desperate," *Artesian Magazine*, May 2007
- "On Marketplace Faith," October – i58 Leadership Conference, Hilton Head, South Carolina (2006)
- "Apostle or Madman? Does Kierkegaard's Critique of Adler Provide Any Assistance in Assessing a Divine Revelation Claim?" Annual Soren Kierkegaard Dinner and Paper, London (2005)
- "Fulfilling Your Call in the Marketplace," St. Mary's Summer Conference, London (2006)
- "An Evaluation of How Hartmann and Boven's Bayesian Probabilistic Criterion for Belief Revision Suggests an Epistemological Problem for a Divine Ethical Standard," (Heythrop) (2006)
- "Justifying Isaac: Is there a Reasonable Condition wherein Isaac Might Surrender His Life to an Alleged Divine Command?" (Heythrop) (2006)
- "Does Kierkegaard's Theory of Stages Include a Teleological Suspension of Religiousness B?" (Heythrop) (2005)
- "Does a Comparison of Plato's and Confucius's Uses of the Terms *dikaiosune* and *ren* Reveal Similar Approaches to Justifying the Ethical Life?" (Heythrop) (2004)
- "A Contrast Between the Ways in which Aquinas's and Bonaventure's Understandings of the Statement 'God is Good' Affect Their Approaches to Ethics," (Heythrop) (2003)
- "An Evaluation of Nicholas Lash's Understanding of Religious Experience as Presented by 'Easter in the Ordinary' " (Heythrop) (2003)

Lectures/Sermons

The following sermons were selected from more than three hundred presentations delivered in Canada, the United States, India, the United Kingdom, and Myanmar between 1990 and 2007:

- "On *Nepsis in Prayer*"
- "On Devouring the Word"
- "The Hearing-Impaired Mystic"
- "The Spiritual Inferiority Complex"
- "The Terror of Sennacherib"
- "The Radical Rabbi"
- "On Touching the Nail Scars"
- "On *Logismoi* in Prayer "
- "The Divine Bloodline"
- "The Biography of a Christian"
- "What Happens When Ordinary People Pray?"
- "The Performance Trap"
- "But I Don't Feel Dead"
- "On Pleasing God"
- "Why Won't the Mountain Move?"
- "A Mature Faith"
- "A Lifelong Sabbath Rest"
- "The Kingdom Zone"
- "A Vulnerable God"
- "Spiritual Intimacy in a Physical Dimension"
- "Spiritual Fraud and Authentic Freedom"
- "The Dysfunctional Christian"
- "Whose Slave Are You?"
- "Towards a God Confidence"
- "The Heart-Path of Worship"
- "On *Diakrisis* in Prayer"
- "On Hearing God"
- "The Great Reversal"
- "The Biology of the Kingdom"

- "On the Concept of Rescue"
- "Faith as Work"
- "The Fruit of Suffering"
- "The Voices of God"

Courses/Series

- The Gospel of John – "Lessons from an Apostolic Philosopher" (2007)
- The Mission – "Participating in the Call of Christ" (2003)
- The Gospel of Luke – "The Biography of God" (2003)
- The Book of Romans – "The Path of Freedom" (2002)
- Spiritual Giftings – "Discovering Your Purpose" (2001)
- Biblical Survey – "Understanding the Context of the Christian Scripture" (1995)
- History and the Bible – "Biblical Narrative Against the Backdrop of History" (1995)

Devotional Essays

The following short essays were prepared for the forthcoming "Inner Life Journal" and distributed (in part) with a 2002-2003 Sermon Series:

- "How Then Should We Live"
- "On Authentic Humility"
- "On Being Co-Spirited"
- "On Letting Go"
- "On the Illusion of Scale"
- "Power in the Desert"
- "The Body Centric"
- "The Hearth Path of Worship"
- "The Litmus Test of Love"
- "The Mission"
- "The Private Life of Christ"
- "To Plan or Not to Plan"
- "Tried by Twelve"

Screenplays/ Productions/Scripts/Short Stories (Selected)

The following programs were developed between 1995 and 2000 and aired primarily on FOX Family and NBC and affiliates. Additional programming aired on CBS and ABC affiliates.

- *Extreme Courage*: 18 Episodes (Produced – Won TV Guide “Editors Choice”) (1999)
- *Lovely Feet* (Produced – Won TELLY) (1997)
- *Survive an Attack* (Produced – Won Emmy, and Edwin R. Murrow Award) (1996)
- *Through the Eyes of a Criminal* (Produced) (1996)
- *Mr. Smith's One True Talent* (Short Story/Novella) (1996)
- *SPYCOM* (Produced – Won TELLY) (1995)
- *STAB* (Produced – Won Best of Gannet Broadcasting) (1995)