

Flint McGlaughlin
curriculum vitae
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Contact Information

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Married for twenty five years; three children

Abbreviated Bio

Dr. Flint McGlaughlin is the founder of MECLABS, the world's largest independent research institution focused on offer response optimization.

His personal work has focused on the philosophy of human choice, experimental design, and the cognitive psychology of conversion. Dr. McGlaughlin has written or edited more than 250 articles and texts, he has won multiple awards including Harvard's Speaker of the Year, and he has been quoted in more than 10,000 online and offline sources.

McGlaughlin has patented ten conversion-related heuristics and he has conducted large-scale research projects in partnership with companies such as The New York Times, Google, Bank of America, Wells Fargo, and Royal Bank of Canada.

He has lectured at major conferences and universities around the world including New York University, Columbia University, Oxford University, Harvard University, and he has delivered keynote addresses for companies such as Cisco Systems Inc., Microsoft, and Google.

McGlaughlin is also the author of the forthcoming *The Marketer as a Philosopher: 40 brief Reflections on the Power of Your Value Proposition*. The book unveils a new way to look at marketing through the philosophical lens. The student edition has been made required reading for a new course at Harvard University.

McGlaughlin also serves as the Director of Enterprise Research at the Transforming Business Institute, University of Cambridge (UK), as the former Chairman of the Board of Governors for St. Stephen's University and as a former Trustee for Westminster Theological Centre. He originally studied philosophy and theology at University of London's Specialist Jesuit College.

He lives in Ponte Vedra Beach, Florida with his wife and three children.

Awards (Selected)

Education: Flint McGlaughlin has an M.A. in Philosophy and Theology (with congratulatory distinction) from the University of London's Jesuit Specialist College in Philosophy, Heythrop, and he has a D.D. from Emmanuel Seminary. He is currently the Director of Enterprise Research at the Transforming Business Institute, University of Cambridge (UK).

- "Speaker of the Year" – Harvard (2012)

- "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)
- Ordination and License to Minister – NW Baptist Ministries (1988)

Current Research Work

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

1999-Present Director of MECLABS

MECLABS is a science lab that houses two wholly-owned primary research subsidiaries, MarketingExperiments and MarketingSherpa. These research facilities combine each year to produce thousands of empirical insights. Having conducted over 1300 major experiments, 1 Billion email tests, and 10,000 landing pages tests, MECLABS has aggregated the world's largest library of optimization related case studies and experiments. It's findings are published in the form of research briefs, case studies, handbooks, and benchmark guides.

Research/Development Partners Include:

- *New York Times*
- Reuters News Service
- eBay
- Bank of America
- Parker Hannifin
- Google
- Johnson & Johnson
- AMEX
- McGraw-Hill

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:

- $V_r = 5C(F,P,S...) + M - f$ ©

- $S = 2(\text{NA-CT}) + o + t - r$ ©
- $\text{Opr} > \text{Oprn} > \text{Ochn}$ ©
- $D = A + V + M + R$ ©
- $M = 3i + \text{Prn} + \text{Chn} + 2(\text{A/R})$ ©
- $S = 2v + o + t - r$ ©
- $(V) \text{ Force} = \text{NA-CT}$ ©
- $C = 4(m) + 3(v) + i - (f + 2a)$ ©
- $\text{CTR} = \text{int} + \text{sn} + \text{inc}$ ©
- $Q = (2(ip) / (it)) - r$ ©

Lectures & Articles - General

The following articles and lectures were prepared and delivered between 2001 and 2013. They were presented at conferences, web briefings, and in a variety of business publications. Most were originally written or edited for the *MarketingExperiments Journal*.

- "Quick Win Clinic: The 4 most critical changes you can make to your landing page right now (an interactive working session)", MarketingSherpa B2B Summit (August 29, 2012)
- "The Web as a Living Laboratory: How one B2B marketer used web experimentation to achieve a 90% lift in total leads.", MarketingSherpa B2B Summit (August 28, 2012)
- "Landing Page Optimization Course", MarketingSherpa B2B Summit, Orlando, Florida (August 27, 2012)
- "Landing Page Optimization Course", MarketingSherpa Training Week, Baltimore, Maryland (August 1, 2012)
- "Value Proposition Management Course", MarketingSherpa Training Week, Baltimore, Maryland (July 30, 2012)
- "Quick Win Clinic: The 4 most critical changes you can make to your landing page right now", MarketingSherpa Optimization Summit (June 13, 2012)
- "The Web as a Living Laboratory: How MECLABS uses Internet experimentation to optimize messaging", MarketingSherpa Optimization Summit (June 12, 2012)
- "Landing Page Optimization Certification Course", Verizon Training, Alpharetta, Georgia (February 29, 2012)
- "Email Messaging Optimization Certification Training", MarketingSherpa, Las Vegas, Nevada (February 7, 2012)
- "Crafting Effective Email Messages: How a recent experiment helped MECLABS researchers achieve a 104% increase in email response", MarketingSherpa Summit, Las Vegas, Nevada (February 7, 2012)
- "Landing Page Optimization Course", Wells Fargo Training, Charlotte, North Carolina (December 8, 2011)
- "Landing Page Optimization Certification Course", MarketingSherpa, Washington, District of Columbia (November 8, 2011)
- "Landing Page Optimization Course", Wells Fargo Training, San Francisco, California (October 26, 2011)

- "B2B Email Messaging: How to maximize the quality of your leads with carefully crafted email messaging", MarketingSherpa Summit, San Francisco, California (October 24, 2011)
- "Do You Have the Right Value Proposition? How to discover your true value proposition and leverage its full potential in any B2B marketing", MarketingSherpa Summit, San Francisco, California (October 24, 2011)
- "B2B Email Messaging: How to maximize the quality of your leads with carefully crafted email messaging", MarketingSherpa Summit, Boston, Massachusetts (September 26, 2011)
- "Do You Have the Right Value Proposition? How to discover your true value proposition and leverage its full potential in any B2B marketing", MarketingSherpa Summit, Boston, Massachusetts (September 26, 2011)
- "Landing Page Optimization Workshop", Wells Fargo Training, San Francisco, California (July 14, 2011)
- "Landing Page Optimization Workshop", MarketingSherpa, New York, New York (July 12, 2011)
- "Clarity Trumps Persuasion: *How ordinary marketers are learning to write high-impact copy*" MarketingSherpa Optimization Summit, Atlanta, GA (June 1, 2011)
- "Landing Page Optimization" Toll Brothers, Horsham, PA (May 11, 2011)
- "Landing Page Optimization" ROI Revolution, Atlantic Beach, FL (May 6th, 2011)
- "Crafting an Effective Email Message", MarketingSherpa Email Summit, Las Vegas, NV (January 24, 2011)
- "PPC Optimization Research" Cisco Partner Velocity Event Barcelona, Spain (December 8, 2010)
- "Optimizing the Entire Sales Funnel" MarketingSherpa Summit, Boston, Massachusetts, (October 25th, 2010)
- "Landing Page Optimization Workshop" & "Email Optimization Workshop", Schlumberger, Houston, TX (October 11th, 2010)
- "Three Essential Principles to Help Improve Your Lead Generation by Optimizing the Sales Funnel" Cisco Partner Velocity Broadcast, San Jose, California (October 5th, 2010)
- "Optimizing the Entire Sales Funnel", MarketingSherpa Summit, San Francisco, California (October 4th, 2010)
- "Email Marketing Certification Course", Exact Target, Indianapolis (September 13th, 2010)
- "Search Engine Marketing ROI: How Understanding Customer Motivation Can Increase Revenue & How To Turn Mounds of Data into Revenue-Generating Campaigns in Five Simple Steps", Keynote Speaker, Cisco Velocity Workshop, San Francisco, CA (May 11, 2010)
- "Landing Page Optimization Workshop" Training Event, Schlumberger, Houston, TX (May 5, 2010)
- "Search Engine Marketing ROI: How Understanding Customer Motivation Can Increase Revenue & How To Turn Mounds of Data into Revenue-Generating Campaigns in Five Simple Steps", Keynote Speaker, Cisco Velocity Workshop, Chicago, IL (April 20, 2010)

- "The Five Best Ways to Optimize Email Response", BrightTalk Webinar (April 14, 2010)
- "Search Engine Marketing ROI: How Understanding Customer Motivation Can Increase Revenue & How To Turn Mounds of Data into Revenue-Generating Campaigns in Five Simple Steps", Keynote Speaker, Cisco Velocity Workshop, NY, NY (April 13, 2010)
- "Strategic Online Testing", New York Times Presentation, NY, NY (April 9, 2010)
- "Landing Page Optimization Workshop", NetIQ, Houston, TX (April 5, 2010)
- "Landing Page Optimization Workshop", RBC Training, Toronto, Canada (March 29, 2010)
- "LPO Value Proposition", ROI Tour, Jacksonville, FL (March 25, 2010)
- "Search Engine Marketing ROI: How Understanding Customer Motivation Can Increase Revenue & How To Turn Mounds of Data into Revenue-Generating Campaigns in Five Simple Steps", Keynote Speaker, Atlanta, GA (March 16, 2010)
- "Email Marketing Workshop", MarketingSherpa Summit, Germany (March 8, 2010)
- "Five Best Ways to Optimize Email Response: A Six Month Experiment Across 1.2 Billion Sends", MarketingSherpa Email Summit, Miami (January, 2010)
- "Optimizing the Email Success Chain - options, Welcome Programs and Landing pages", MarketingSherpa Germany Email Summit, Munich, Germany (January, 2010)
- "CTP: How to Increase Your Ability to Optimize Sub-Path Pages by 30 to 50 Percent", MarketingSherpa Summit, New York, New York (2008)
- "Email Testing: Beware of Invalid Results", MarketingSherpa Email Summit 2007 Speaker, General Session – Miami, FL (2007)
- "Keynote Address: The MEC Email Optimization Index", Marketing Sherpa Email Summit – Miami, FL (2007)

Lectures & Articles – *MarketingExperiments Journal*

- "Reducing Cart Abandonment: 4 main reasons why customers leave your shopping cart and how a few tweaks can stop the leak", *MarketingExperiments Journal* (June 20, 2013)
- "Long Copy vs. Short Copy: How discovering the optimal length of a webpage produced a 220% increase in conversion", *MarketingExperiments Journal* (May 16, 2013)
- "When Should You Reveal Price? The 3 principles of presenting price and how they helped one company generate a 97% increase in conversion", *MarketingExperiments Journal* (May 2, 2013)
- "The Usability Myth: 4 Surprising discoveries we learned after testing the most common usability principles", *MarketingExperiments Journal* (April 4, 2013)
- "Converting PPC Traffic: How strategic keyword placement increased conversion by 144%", *MarketingExperiments Journal* (March 21, 2013)
- "The Web as a Living Laboratory: The Three Most Important Discoveries from Over a Decade of Experimentation", *MarketingExperiments Journal* (March 7, 2013)

- "Email Copywriting Clinic: Live, on-the-spot analysis of how to improve real-world email campaigns", *MarketingExperiments Journal* (February 14, 2013)
- "When Should You Send An Email? How one of the largest banks in the world discovered when to send its emails", *MarketingExperiments Journal* (January 24, 2013)
- "The 5 Most Startling Marketing Discoveries from 2012: Including the 3 words that changed everything for a top financial product" *MarketingExperiments Journal* (December 20, 2012)
- "How Do Website Colors Impact Conversion? New research reveals 5 critical mistakes designers make with color", *MarketingExperiments Journal* (November 8, 2012)
- "5 Steps to Effective Content Marketing: How to extract the maximum revenue from your content", *MarketingExperiments Journal* (October 25, 2012)
- "See the Research in Action - Dr. McGlaughlin personally optimizes your landing pages", *MarketingExperiments Journal* (September 27, 2012)
- "263% Higher Conversion Rate - How reducing anxiety helped one company improve conversion rate three-fold", *MarketingExperiments Journal* (August 30, 2012)
- "Discovering Your Value Proposition - 6 ways to stand out in a crowded marketplace", *MarketingExperiments Journal* (August 16, 2012)
- "Five Steps to Better Metrics - How one marketer leveraged Web analytics for an annual revenue increase of \$500,000", *MarketingExperiments Journal* (July 11, 2012)
- "Copywriting on Tight Deadlines - How ordinary marketers are achieving 103% gains with a step-by-step framework", *MarketingExperiments Journal* (June 6, 2012)
- "Subject Lines Tested - How to write subject lines that double your clickthrough rate", *MarketingExperiments Journal* (May 16, 2012)
- "Quick Win Clinic (Part I): The 5 easiest changes to make to your landing pages right now", *MarketingExperiments Journal* (May 3, 2012)
- "What Your Customers Want - How to predict customer behavior for maximum ROI", *MarketingExperiments Journal* (April 5, 2012)
- "Hidden Friction - The 6 silent killers of conversion", *MarketingExperiments Journal* (March 22, 2012)
- "Minor Changes, Major Lifts: How headline and call-to-action optimization increased conversion 45%", *MarketingExperiments Journal* (March 1, 2012)
- "Online Advertising Forensics: We investigate how and why a text-based PPC ad produced 47% more conversions", *MarketingExperiments Journal* (February 9, 2012)
- "Rapidly Maximizing Conversion: How one company quickly achieved a 58.1% lift with a radical redesign", *MarketingExperiments Journal* (January 19, 2012)
- "How to Increase Conversion in 2012: The last 20,000 hours of marketing research distilled into 60 minutes", *MarketingExperiments Journal* (December 15, 2011)
- "Email Messaging: How overcoming 3 common errors increased clickthrough 104%", *MarketingExperiments Journal* (November 16, 2011)
- "SEO Landing Pages: How we achieved 548% more conversions without damaging organic rankings", *MarketingExperiments Journal* (October 20, 2011)

- "Bad Data: The 3 validity threats that make your tests look conclusive (when they are deeply flawed)", *MarketingExperiments Journal* (September 21, 2011)
- "Banner Ad Design: The 3 key banner objectives that drove a 285% lift", *MarketingExperiments Journal* (September 7, 2011)
- "Negative Lifts: How a 24% loss produced a 141% increase in conversion", *MarketingExperiments Journal* (August 10, 2011)
- "Copywriting Framework - How ordinary marketers are achieving 200% plus gains with a step-by-step framework", *MarketingExperiments Journal* (July 20, 2011)
- "Headline Optimization: How testing 10 headlines revealed a 3-letter word that improved conversion more than major changes", *MarketingExperiments Journal* (June 15, 2011)
- "Shopping Carts Optimized: How a few tweaks led to 12% more revenue across an entire ecommerce Website", *MarketingExperiments Journal* (April 20, 2011)
- "Converting Leads to Sales: How one company generated \$4.9 million in additional sales pipeline growth in only 8 months", *MarketingExperiments Journal* (March 30, 2011)
- "Do You Have the Right Value Proposition? How to test, measure, and integrate your Value Proposition online", *MarketingExperiments Journal* (March 9, 2011)
- "Crafting an Engaging Email Message: How a properly focused email message can increase conversion by 85%", *MarketingExperiments Journal* (February 9, 2011)
- "Optimizing PPC Ads - How to leverage the full potential of 130 characters by clarifying the value proposition", *MarketingExperiments Journal* (January 19, 2011)
- "Images vs. Copy: How getting the right balance increased conversion by 29%", *MarketingExperiments Journal* (November 10th, 2010)
- "Homepage Design: The five most common pitfalls and how to overcome them", *MarketingExperiments Journal* (October 20th, 2010)
- "Homepage Design: The five most common pitfalls and how to overcome them", *MarketingExperiments Journal* (September 22, 2010)
- "Homepages Optimized: How using the homepage as a channel led to a 59% increase in conversion", *MarketingExperiments Journal* (September 1st, 2010)
- "Optimizing Landing Pages - The four key tactics that drove a 189% lift", *MarketingExperiments Journal* (August 11, 2010)
- "Live Optimization - What we've learned from the last 200 experiments distilled into three basic principles", *MarketingExperiments Journal* (July 21, 2010)
- "The Compounding ROI of Sequential Conversion Increases - How one company took a small gain and multiplied it tenfold", *MarketingExperiments Journal* (June 30, 2010)
- "The Five Best Ways to Optimize Email Response", *MarketingExperiments Journal* (February 24, 2010)
- "The Five Best Ways to Optimize Email Response - How to craft effective email messages that drive customers to action", *MarketingExperiments Journal* (February 3, 2010)
- "Clarity Trumps Persuasion" - How changing the first seven seconds of user experience drove a 201% gain", *MarketingExperiments Journal* (December, 2009)

- "Optimization vs. frustration-Overcoming Barriers To Better Tests and Gains", *MarketingExperiments Journal* (July 15, 2009)
- "B2C Success Stories - Four tests with gains of 21% to 254%", *MarketingExperiments Journal* (April 22, 2009)
- "Surprise Winners: How 'Wild Card' Tests Achieved Gains Up To 86%", *MarketingExperiments Journal* (March 20, 2009)
- "B2B Landing Pages: Special Live Optimization Clinic", *MarketingExperiments Journal* (February 25, 2009)
- "B2C Landing Pages: Special Live Optimization Clinic", *MarketingExperiments Journal* (February 11, 2009)
- "Email Optimization: How to Improve ROI From Capture To Conversion", *MarketingExperiments Journal* (January 21, 2009)
- "Optimizing Offer Pages: Steps That Increased Conversion 148%", *MarketingExperiments Journal* (January 7, 2009)
- "2009 Marketing Blueprint: Are You Ready To Break the Rules?", *MarketingExperiments Journal* (December 17, 2008)
- "Lessons Learned: Our Analysts Reveal the Top Takeaways From Our 2008 Optimization Research", *MarketingExperiments Journal* (December 3, 2008)
- "E-Commerce Holiday Playbook: 13 Ways to Maximize Revenue and Beat the Downturn", *MarketingExperiments Journal* (October 30, 2008)
- "Powerful Value Propositions: How to Optimize This Critical Marketing Element-and Lift Your Results", *MarketingExperiments Journal* (October 8, 2008)
- "A Proven Playbook for Growing Your Leads-Special Clinic", *MarketingExperiments Journal* (September 24, 2008)
- "Optimizing Headlines & Subject Lines", *MarketingExperiments Journal* (September 10, 2008)
- "Optimizing Your Headlines: How Changing a Few Words Can Help or Hurt Conversion", *MarketingExperiments Journal* (August 27, 2008)
- "Optimizing your PPC Ads: Improving Results From Your Paid Search Ads and Landing Pages (Part 2 of 2)", *MarketingExperiments Journal* (August 13, 2008)
- "Optimizing PPC Ads-Special Live Clinic", *MarketingExperiments Journal* (July 30, 2008)
- "Using Testimonials Effectively: How Credibility Indicators can help (or hurt) your Conversions", *MarketingExperiments Journal* (July 9, 2008)
- "Clarity Trumps Persuasion: How to Improve Results by 59%, or more", *MarketingExperiments Journal* (June 25, 2008)
- "Filling the Pipeline: How a LeadGen Test Strategy Achieved an 86% Increase", *MarketingExperiments Journal* (June 6, 2008)
- "Simple Tests, Significant Gains: How our research partner increased revenue by 130% with small changes", *MarketingExperiments Journal* (May 28, 2008)
- "Special Clinic: Optimizing eCommerce Websites (LIVE)", *MarketingExperiments Journal* (May 15, 2008)

- "Measuring What Matters: How simplifying your metrics can increase Marketing ROI by up to 75%", *MarketingExperiments Journal* (April 23, 2008)
- "Finding the Ideal Incentive: How We Increased Email Capture by 319%", *MarketingExperiments Journal* (April 11, 2008)
- "Improving Conversion by 162% - How to Overcome Value Inhibitors", *MarketingExperiments Journal* (March 27, 2008)
- "Optimizing Your Landing Pages Part Two", *MarketingExperiments Journal* (March 3, 2008)
- "Optimizing Your Landing Pages Part One", *MarketingExperiments Journal* (February 14, 2008)
- "Landing Page Optimization: Finding Ideal Price Points:", *MarketingExperiments Journal* (February 4, 2008)
- "2008 Internet Marketing Strategy: Are You Prepared?", *MarketingExperiments Journal* (January, 2008)
- "Marketer's Intuition Revisited: Is There a Place for Intuition in Web Page Optimization", *MarketingExperiments Journal* (December 13, 2007)
- "Landing Page Optimization: Increasing Conversion by 150% and Lead Gen by 2,379% with an Effective Call-to-Action", *MarketingExperiments Journal* (November 20, 2007)
- "Landing Page Optimization: Improving Conversion 50-60% by Applying Continuity and Congruence", *MarketingExperiments Journal* (November 5, 2007)
- "Marketing Experiments Webinar: A Clinical Assessment of Your Landing Pages", *MarketingExperiments Journal* (October 22, 2007)
- "Lead Generation: Is Your Sign-Up Process Costing You Leads and Conversions, or Maximizing Them?", *MarketingExperiments Journal* (October 8, 2007)
- "Landing Page Optimization: How Businesses Achieve Breakthrough Conversion by Synchronizing Value Proposition and Page Design", *MarketingExperiments Journal* (September 7, 2007)
- "Landing Page Conversion: Getting Significant Improvements Even When You Can't Complete Your Tests", *MarketingExperiments Journal* (August 23, 2007)
- "Optimization Testing Tested: Validity Threats – Beyond Sample Size", *MarketingExperiments Journal* (August 13, 2007)
- "PPC Advertising Tested: The Relevance of Relevance", *MarketingExperiments Journal* (July 26, 2007)
- "Creating Effective Incentives", *MarketingExperiments Journal* (July 16, 2007)
- "Big Conversion Gains From a Little Scissors & Grease?", *MarketingExperiments Journal* (June 27, 2007)

- "Harnessing Social Media", *MarketingExperiments Journal* (June 14, 2007)
- "How does having more than one objective to a page affect its performance", *MarketingExperiments Journal* (May 21, 2007)
- "How To Create a 'Sticky' Landing Page", *MarketingExperiments Journal* (May 9, 2007)
- "The Marketing Experiments Compendium – A Year of 24 In-Depth Online Research Experiments, Volume 1", *MarketingExperiments Journal* (July 2007)
- "Marketing Experiments Price Testing Brief" *Small Business Cash Flow - MarketingExperiments Journal* (2007)
- "Email Marketing Tested," *The Email Optimization Index – MarketingExperiments Journal* (2007)
- "Online Ads Tested: How Matching Ad Design to Context Improved Conversion by 127%", *MarketingExperiments Journal* (2007)
- "Optimizing Site Design: Increase Conversion by Reducing the Technology Barrier", *MarketingExperiments Journal* (2007)
- "Optimizing Site Design: Eight Ways to Increase Site Conversion by Reducing Customer Anxiety", *MarketingExperiments Journal* (2007)
- "Optimizing Free Trial Offers: Can Minor Copy and Design Changes Significantly Lift the Performance of Free Trial Offer Pages?", *MarketingExperiments Journal* (2006)
- "Small PPC Search Engines Revisited: Can Online Marketers Achieve a Worthwhile Return on Investment with Smaller PPC Engines?", *MarketingExperiments Journal* (2006)
- "Viral Video Clips Drive Targeted Traffic: Can Viral Video Clips Drive Targeted Traffic to Your Web Site?", *MarketingExperiments Journal* (2006)
- "The ROI on PPC vs. Affiliate Marketing: Which Gives the Better Return on Your Investment—Pay Per Click Advertising or Affiliate Marketing?", *MarketingExperiments Journal* (2006)
- "Testing the Power of Urgency on Offer Pages: How to Increase Conversion Rates with Real and Implied Urgency", *MarketingExperiments Journal* (2006)
- "Essential Metrics for Online Marketers: How to Create a Simple Metrics Dashboard to Track What Really Matters", *MarketingExperiments Journal* (2006)
- "Optimizing Landing Pages 2006: How a New Test Design Delivered an Additional 39% in Conversions", *MarketingExperiments Journal* (2006)
- "Website Conversion Erosion: Measuring the Impact of Conversion Erosion", *MarketingExperiments Journal* (2006)
- "Site Headlines Tested: How Optimizing Your Headlines Can Improve Your Website's Conversion Rate by 73% or More", *MarketingExperiments Journal* (2006)
- "Optimizing Landing Pages 2006: Applying the MEC Conversion Index", *MarketingExperiments Journal* (2006)
- "Click Fraud Detection: How Difficult is it to Detect Click Fraud on Your Own Website?", *MarketingExperiments Journal* (2006)

- "In Search of a Value Proposition: The Impact of Value Proposition on Marketing Collateral", *MarketingExperiments Journal* (2006)
- "The Power of Small Changes Tested: The Disproportionate Impact of Minor Changes on Website Conversion", *MarketingExperiments Journal* (2006)
- "Optimizing Subscription Pathways Tested: The Impact of Simplifying Subscription Paths on Process Completion Ratios", *MarketingExperiments Journal* (2006)
- "The MEC 2006 Marketing Blueprint in Practice: Case Studies", *MarketingExperiments Journal* (2006)
- "Marketing Blueprint 2006: A Step-by-Step Guide Based on the 2006 Archive of Experiments", *MarketingExperiments Journal* (2006)
- "Marketer's Intuition Tested: How Reliable Is Intuition in Marketing Collateral Development?", *MarketingExperiments Journal* (2006)
- "Multivariable Testing: How Testing Multiple Changes Simultaneously Can Save You Time, Speed Up Your Optimization Schedule, and Increase Your Profits", *MarketingExperiments Journal* (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", *MarketingExperiments Journal* (2005)
- "Profit from Inbound Customer Service Tested: Capitalizing on Inbound Customer Service for Marketing Opportunities", *MarketingExperiments Journal* (2005)
- "Price Testing: Pricing Products and Services to Achieve the Highest Revenue", *MarketingExperiments Journal* (2005)
- "Domain/Product Name Testing: The Impact of Domain Name Selection on Site Conversion", *MarketingExperiments Journal* (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", *MarketingExperiments Journal* (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", *MarketingExperiments Journal* (2005)
- "A/B Split Testing: How to Use A/B Split Testing to Increase Conversion Rates, Challenge Assumptions, and Solve Problems", *MarketingExperiments Journal* (2005)
- "Conversion Rate Optimization Tested: How Our Test Site Improved its Overall Conversion Rate by 41.8%", *MarketingExperiments Journal* (2005)
- "Shopping Cart Recovery Tested: How We Refined Our Email Messaging to Achieve a 263% Increase in the Recovery of Abandoned Carts", *MarketingExperiments Journal* (2005)
- "Click Fraud: The Impact of Click Fraud on Marketing ROI", *MarketingExperiments Journal* (2005)
- "PPC Ad Copy Tested: Optimizing Your Paid Search Advertising Copy", *MarketingExperiments Journal* (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", *MarketingExperiments Journal* (2005)

- "Free Trial Offers Tested: How Our Test Site Reduced its Cost-Per-Acquisition by Nearly 40%", *MarketingExperiments Journal* (2005)
- "eBay Stores Tested: The Value of eBay as a Marketing Channel", *MarketingExperiments Journal* (2005)
- "Page Weight Tested: The Impact of Load-Time on Conversion", *MarketingExperiments Journal* (2005)
- "Online Competitive Analysis Tested: The Impact of Competitive Analysis on Marketing ROI", *MarketingExperiments Journal* (2005)
- "Price Testing for the Internet Product Offering" Marketing Sherpa Content and Subscriptions Summit, New York", *MarketingExperiments Journal* (2004)
- "Customer Ratings Tested: The Impact of Customer Ratings on Conversion", *MarketingExperiments Journal* (2004)
- "Subscription Revenue Tested: The Impact of Duration Options on Subscription Sales Conversion", *MarketingExperiments Journal* (2004)
- "Ezine Advertising Tested: Optimizing Email Newsletter Campaigns", *MarketingExperiments Journal* (2004)
- "Linking Strategies Tested: Link Optimization Strategies Tested", *MarketingExperiments Journal* (2004)
- "Avoiding Unprofitable PPC Campaigns Tested: How Data Analysis and Bidding Strategies Can Prevent Lost Revenue on Pay-Per-Click Search Engines", *MarketingExperiments Journal* (2004)
- "Dynamic Web Pages Tested: How Our Test Site Achieved a Total of 70,000+ Dynamic Web Pages Indexed", *MarketingExperiments Journal* (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", *MarketingExperiments Journal* (2004)
- "Long Copy vs. Short Copy Tested: Optimizing Copy For Maximum Conversion", *MarketingExperiments Journal* (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", *MarketingExperiments Journal* (2004)
- "Amazon OLS Stores Tested: How Our Test Store Generated a 135.28% ROI in its First Month", *MarketingExperiments Journal* (2004)
- "Landing Pages Tested: How Landing Page Optimization Achieved a 30% Increase in Conversion", *MarketingExperiments Journal* (2004)
- "PPC for Subscription Sites Tested: Maximizing Paid Search for Subscription Sites", *MarketingExperiments Journal* (2004)
- "Data Feeds Tested: How to Create and Effectively Use Data Feeds for Profitable Campaigns", *MarketingExperiments Journal* (2004)
- "Natural Search Engines Tested: How Natural Search Can Increase Site Traffic by 43% and Lower Per-Click Fees by 29%", *MarketingExperiments Journal* (2004)
- "eBay Basics Tested: How to Determine if eBay Is a Good Marketing Channel for Your Products", *MarketingExperiments Journal* (2004)

- "Online Conferences Tested: How Utilizing Online/Phone Conferences Can Enhance Your Online Publishing or Retail Offering", *MarketingExperiments Journal* (2004)
- "Google AdWords Tested, Part 2: New Insights from Our Sustained Testing of the Google AdWords", *MarketingExperiments Journal* (2004)
- "Google AdSense Tested: How Our Test Site Generated Over 60 Million Impressions in a Four-Month Test", *MarketingExperiments Journal* (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%", *MarketingExperiments Journal* (2004)
- "Small PPC Engines Tested: How Moving Beyond Google and Overture Can Increase Your Gross Sales by 15%", *MarketingExperiments Journal* (2004)
- "Yahoo! Store Changes Tested: How Recent Changes at Yahoo! Shopping Impact the Effectiveness of a Yahoo! Store as a Marketing Tool", *MarketingExperiments Journal* (2004)
- "Effective Email Campaigns: How Our Test Site Boosted Sales by 49%", *MarketingExperiments Journal* (2004)
- "Offer Pricing Tested: How to Test and Optimize Your Pricing", *MarketingExperiments Journal* (2004)
- "Shipping Charges Tested: How to Use Shipping Charges as a Marketing Tactic", *MarketingExperiments Journal* (2004)
- "Email Capture Tested: Two Simple Scripts for New Pop-Up Windows that Maximize Email Capture and Minimize Annoyance", *MarketingExperiments Journal* (2004)
- "Website Awards Tested: How to Improve Your Conversion Ratio with a Methodical Campaign to Win Strategic Awards", *MarketingExperiments Journal* (2004)
- "Web Metrics Tested: An Analysis of 26 Different Web Metrics Tools to Determine the Simplest, Most Accurate Way To Capture Accurate Numbers", *MarketingExperiments Journal* (2003)
- "Abandoned Order Recovery Tested: How Our Test Site Leveraged the Power of Email to Save 4,000 Lost Orders", *MarketingExperiments Journal* (2003)
- "Affiliate Marketing Tested: How Our Test Site Achieved \$6.5 Million in Sales with Just 50 Active Affiliates", *MarketingExperiments Journal* (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", *MarketingExperiments Journal* (2003)
- "Transparent Marketing: How to Communicate to the Post-Modern Consumer", *MarketingExperiments Journal* (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", *MarketingExperiments Journal* (2003)
- "DealTime.com's Product Categories Tested: DealTime.com's Product Categories", *MarketingExperiments Journal* (2003)
- "DealTime Tested: 15,000 Products Tested, Achieving a Conversion Ratio of 13%", *MarketingExperiments Journal* (2002)

- "Overture Tested: Expanded Key Word Strategy Tested, Resulting in a 4,067% Return", *MarketingExperiments Journal* (2002)
- "Google's New Adwords Select: Detailed, 46-Point Blueprint Tested, Achieving an Average ROI of 1,200%", *MarketingExperiments Journal* (2002)
- "Comparison Search Engines: 40,000 Products Tested Across 12 Different Comparison Search Engines to Determine True Conversion Ratios", *MarketingExperiments Journal* (2002)
- "Email Capture Pop-Ups: Sign-Up Incentive Yields 319% Increase in Conversion", *MarketingExperiments Journal* (2002)
- "Home Page Design: Visitor Penetration Ratios Tested for Six Months to Determine How to Produce Optimum Design Results", *MarketingExperiments Journal* - *MarketingExperiments Journal* (2001)
- "The Order Process: Three Months of Transactions Analyzed to Determine Primary Cause \$6.5 billion in Cart Abandonment Losses", *MarketingExperiments Journal* (2001)
- "Site Compatibility: Five Web Sites on 14 Different Computer Systems Tested to Discover How to Improve the Conversion Ratio by 42%", *MarketingExperiments Journal* (2001)
- "Content Sales: Comparative Conversion Ratios Determined for Premium Subscription, Specialized eBook, and a Tangible Product Line", *MarketingExperiments Journal* (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", *MarketingExperiments Journal* (2001)
- "Ezine Promotion: 36 List Directories and Review Sites Tested", *MarketingExperiments Journal* (2001)
- "Yahoo Stores: 6 Yahoo Stores Tested Over 6 Months to Determine the Value of a Listing in the Yahoo Marketplace", *MarketingExperiments Journal* (2001)
- "Pay Search Engines: GoTo, Kanoodle, FindWhat, Win4Win, and Sprinks Tested Through an Eight-Month Study", *MarketingExperiments Journal* (2001)

Professional Certification Courses (Developed and Taught)

- Value Proposition Management (2012)
- 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)

Edited Books

- *MarketingSherpa 2012 Website Optimization Benchmark Report* (2012)

- *MarketingSherpa 2012 Lead Generation Benchmark Report (2012)*
- *MarketingSherpa 2012 Inbound Marketing Handbook (2012)*
- *MarketingSherpa 2012 Executive Guide to Marketing Personnel (2012)*
- *The Marketer as Philosopher: 40 Brief Reflections on the Power of Your Value Proposition (2014)*

Philosophy and Theology Papers/Lectures/Sermons (Selected)

- "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)

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)

Previous Research Work

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 Martial 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