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Moran spent 30 years at IBM, rising to the executive-level technical position of Distinguished Engineer. He held various roles in his IBM career, including eight years at IBM’s customer-facing website, ibm.com, most recently as the Manager of ibm.com Web Experience, where he led 65 information architects, web designers, webmasters, programmers, and technical architects around the world.

Moran is the co-author of the best-selling book *Search Engine Marketing, Inc.*, now in its third edition. Moran is also the author of the acclaimed internet marketing book, *Do It Wrong Quickly: How the Web Changes the Old Marketing Rules*, which was named one of the best business books of 2007 by the Miami Herald. His newest book is *Outside-In Marketing: Using Big Data to Guide Your Content Marketing* with co-author James Mathewson. Moran founded and regularly writes for Biznology as well as other blogs. You can learn more about Mike at his website.