

## Jim Sterne

Email: [cod@marketingaims.com](mailto:cod@marketingaims.com)

Jim Sterne has spent more than 20 years selling and marketing technical products. He began his career as a professional explainer, helping people understand Visicalc at a time when "personal computer" was an oxymoron. He successfully described sales order processing systems to people using hand-cranked tabulators. He was at the forefront of the Computer Aided Software Engineering (CASE) tool revolution and has clarified the salient points of object-oriented programming to software engineers across the country.



## Enter the Internet

Since 1994, Jim Sterne has devoted all of his attention to the Internet as a marketing medium. His insight and currency are assured by his experience as a founding partner of a regional Internet access provider and his activities as a consultant to some of the world's largest companies and innovative start-ups.

On Monday, September 27, 1993, the National Center for Supercomputing Applications (NCSA) released the first public version of its graphical World Wide Web browser, Mosaic. On Tuesday, September 27, 1994, Jim Sterne launched the world's first "Marketing on the Internet" seminar series. This eight-city tour introduced the United States to the possibilities of using the Internet for advertising, marketing, sales, and customer service.

In November, 1995, Jim Sterne's book, [\*World Wide Web Marketing\*](#) (now in its third edition) was published by John Wiley & Sons. His second book, [\*Customer Service on the Internet\*](#), was published in October, 1996 (second edition, 2000). Sterne's third tome: [\*What Makes People Click: Advertising on the Internet\*](#) was released in September, 1997 and the fourth: [\*E-Mail Marketing\*](#) in 2000. [\*Web Metrics, Proven methods for Measuring Web Site Success\*](#), was released in 2002 and his latest, [\*Advanced Email Marketing\*](#) came out in 2003. His books have been translated into 10 different languages.

Sterne produced the first Emetrics Summit in 2002 and is a Founding Director and President of the [\*Web Analytics Association\*](#).

Jim Sterne has presented his unique perspective on Internet marketing at conferences around the world, and has lectured at Stanford, Oxford and MIT. He stays active as a public speaker and as a consultant, helping each client set Internet marketing goals and determine customer relationship strategies.

Please contact Jim Sterne at [cod@marketingaims.com](mailto:cod@marketingaims.com) to find out how his talents might help you achieve your marketing objectives.