



April BreakFACTS: *Branding in the Digital Age*

Facilitated by:

Ian Klein, *InSegment* &
Mark Gibson, *Rockland Trust*

Sponsored by:

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TRUST**
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This workshop will address:

- The state of digital marketing
- Audience targeting with precision
- Leveraging new technology for fundraising
- Managing your online reputation

Date: April 23, 2013

Time: 8:30am Coffee &
Registration
9am—12pm Workshop

Cost: \$25/person, includes
continental breakfast

Location: Brocktonian Room
16 Belmont Street
N. Easton, MA 02357

[REGISTER HERE!](#)

About the Facilitators:

Ian Klein, VP of Digital Marketing for InSegment

Ian brings a decade of experience in digital marketing, branding, and media strategy across search, display, social, local, and mobile channels. He has worked with two of the nation's largest digital agencies, developing and directing multi-million dollar programs for AT&T, Bank of America, Delta Air Lines, GlaxoSmithKline, New York Life, and Visa. During this time, he helped navigate three of these clients through the largest company mergers in their respective histories. His marketing strategies have been published in the New York Times Bestseller "Freakonomics" and industry textbook "BuzzMarketing".

Mark Gibson, Chief Marketing Officer for Rockland Trust

Mark Gibson joined Rockland Trust as Chief Marketing Officer in April 2011. Prior to joining Rockland Trust, Mark was Executive Vice President and Chief Marketing Officer for New Alliance Bank in New Haven, Connecticut from February 2009 to April 2011. Prior to that, he worked for BBVA Compass Bank in Birmingham, Alabama from December 1996 to January 2009. In addition, Mark has more than 10 years of consulting experience with various firms including Coopers & Lybrand in New York, John Ryan Company in Stamford, CT, and Retail Planning Associates and Battelle Memorial Institute, both based in Columbus, Ohio.

For more information, call 508-565-1856 or email infononprofit@stonehill.edu.