

# **Philippa Gamse**

**President at Total 'Net Value, Inc.**

Santa Cruz, CA, US

Author "42 Rules for a Web Presence That Wins", digital marketing strategy expert

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## **Description**

A Web strategy pioneer, Philippa Gamse has been working with Internet applications since 1991. Originally from the UK, she formed her US-based consulting and speaking practice in 1995.

Philippa's book "42 Rules for a Web Presence That Wins" was published in September, 2011. It received pre-publication endorsements from Guy Kawasaki, Vint Cerf, Jim Sterne, Anne Holland, Avinash Kaushik, Blinds.com CEO Jay Steinfeld, and former Harvard Business School Professor Mark Albion, as well as a number of senior business executives.

Philippa is currently a member of the Adjunct Faculty at Hult International Business School, where she teaches digital marketing on international MBA programs.

As a consultant, Philippa drills deep into the visitor experience, and creates actionable and specific recommendations for your web presence. Clients report significant improvement in quality Web traffic, visitor engagement, customer loyalty and qualified sales leads within 30 days of implementing her recommendations.

Philippa was the sole featured expert for the cover story on effective Web strategies for UPS "Compass" Magazine Fall 2009, distributed to more than 1million businesses. She presented the opening keynote for a 2012 MarketingProfs University program on "Websites That Work".

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Author Appearance, Corporate Training

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## **Industry Expertise**

Internet, Media - Online, Social Media, Advertising/Marketing

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## **Topics**

Web Strategy, Internet Marketing, Social Media Strategy

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## **Affiliations**

National Speakers Association, American Society of Association Executives, Institute of Management Consultants, MBA Women International

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## Sample Talks

### Essential Rules for a Web Presence That Wins

95% of the 5,000 web presences that Philippa has reviewed since 1995 were leaving money on the table – sometimes a lot of it, and their owners usually had no idea!

This program presents a selection of successful management strategies and marketing tactics for establishing a winning online presence. Based on her acclaimed book "42 Rules for a Web Presence That Wins", Philippa shares her latest research into what works at a practical level, and includes real-life examples from clients, audiences and colleagues. She'll look at websites, blogs and other forms of social media, and discuss making technology choices, designing and implementing effective strategies, creating content that makes lasting emotional connections, and measuring (and increasing) success.

This will be a highly interactive workshop with questions taken throughout the session. Philippa fully customizes her remarks, using examples and case studies from participants if possible, and will bring in other relevant industry-specific information.

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## Education

University College, University of London, UK  
Masters in Library Science

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## Accomplishments

### Certified Management Consultant

An ISO-certified designation recognized in over 60 countries worldwide, and awarded to less than 1% of the profession.

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