

AU to host video conference with Global Strategies company president

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Bill Hunt, president and director of Global Strategies International, a Neo@gilvy company, will present a video conference entitled, "Search Marketing 2.0" on Wednesday, Nov. 28, starting at 6 p.m. in the Nevins Theater, Powell Campus Center, Alfred University. Hunt is responsible for a team of search engine marketing strategists who spend most of their time helping Fortune 200 companies manage their enterprise search engine marketing programs with a global perspective. Hunt is currently regarded as the leading expert in both enterprise and international search engine marketing strategy. Hunt is an internationally recognized Internet marketing speaker and co-author of the best selling book "Search Engine Marketing, Inc. - Driving Traffic to Your Company Web Site," published by IBM Press. He is also a current board member of SEMPO and is the co-chair of the global committee. Hunt earned a B.A. in Asian studies/Japanese from the University of Maryland, Tokyo Campus, and a B.S. in international business, from California State University, Los Angeles.