



GINGER CONLON

Editorial Director

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Ginger Conlon, editorial director of 1to1 Media, is responsible for the direction and day-to-day editorial operations of executive journal *Customer Strategist*, as well as the award-winning online publication *1to1 Magazine*, its e-newsletter, blog, and podcast series. Additionally, she serves as president of the New York chapter of the American Society of Business Publications Editors.

Ms. Conlon is a 20-year industry veteran, having covered sales, marketing, and customer service strategies and technologies since starting her journalism career. Previously, she served as the editor-in-chief of *CRM* magazine. Prior to that, she served as the managing editor, technology editor, and Web supervisor for *Sales & Marketing Management* magazine.

In addition, Ms. Conlon has contributed to several business books, including *Capitalizing on the Voice of the Customer*, *CyberSelling*, and the online chapters of *CRM at the Speed of Light, 4th Edition*. She has also worked as a business book editor for such authors as Jay Conrad Levinson and George Colombo. Ms. Conlon began her editorial career covering the business side of the photo industry for such market leading publications as *Photo District News* and *Photo/Design*.

As a subject matter expert and editorial representative, she has been invited to share her insights and observations at numerous public and private conferences and programs, including the CRM Association's Return to Customer annual conference, the U.S. and UK Gartner CRM Summits, NACCM, IQPC Customer Service Summit, Frost & Sullivan programs, and many others. Ms. Conlon has also served as a panel moderator and keynote presenter at annual partner and customer conferences for Genesys Telecom, Sage, SAS, Xerox, and others.

She is a graduate of The Pennsylvania State University, the Stanford Professional Publishing Course, and the American Business Press/Northwestern University Publishing Management Institute. Additionally, she earned a certification in Customer Experience Management.