

Lois Kelly

Lois Kelly writes, consults, and speaks about how to use conversational marketing to expediently connect with customers, employees and marketplace influencers.

Kelly's new book is garnering much conversation and buzz as per its fitting title, "*Beyond Buzz: The Next Generation of Word of Mouth Marketing*." The book is being praised for its actionable tools and techniques and its and real-world stories of organizations who have mastered the art of "conversational marketing," and of what can happen to companies stuck in the old marketing and communications model.

Kelly, a dedicated "conversationalist," can often be found engaging even the most stalwart of traditionalists in thought-evoking and compelling conversations, showing them how risky it is NOT to change and how little bravery (and money) it takes to achieve extraordinary results. As a speaker, Kelly is never short on compelling and evocative speeches that ignite attendees to turn to their seatmates and engage in one-on-one conversations lasting long after the conferences.

Kelly has helped multibillion-dollar companies and start ups "make meaning," by listening to customers in new ways, jumpstarting conversations with a refreshing point of view, and using a real-person, straight-talking communications style. She left big agencies 10 years ago to co-found Foghound, a strategic communications consulting firm that guides companies in creating the type of customer-focused two-way conversations that get people to buy, believe and invest—and that successfully increase their Web 2.0 viability in the ever-changing consumer-driven world of social networking, MySpace, blogs and podcasting.

Her clients have included SAP, Sun Microsystems, Sapient, FedEx, The Business Innovation Factory, Communispace, Globe Explorer, Hyperion, eRoom, Copernicus, and SAS Institute.

Kelly's articles have appeared in *USA Today*, *The Wall St. Journal*, *Brand Week*, *Advertising Age*, and *Adweek*. Like all communicators professionals with a point of view, she has a Blog: (<http://foghound.blogspot.com>). Other experience includes:

- Co-founder and president of Thunder House, a pioneering Internet marketing agency that was acquired by advertising giant McCann-Erickson.
- Senior vice president of The Weber Group; one of the largest public relations firms in the world, working with global clients like SAP, KPMG, Agfa, Harvard Business School Publishing.
- Vice president of international PR agency Creamer Dickson Basford (now Magnet), working with clients Allied Signal, Ocean Spray Cranberries, Avery Dennison, Swarovski.
- Communications specialist for AT&T's Western Electric subsidiary, and for Posner Public Relations, where she worked on national airline, bus, and construction industry crisis and issues management programs.

Lois earned a bachelor's degree from University of New Hampshire and a graduate degree in business from Harvard University's Extension School. She's a board member of the Tony-award winning Trinity Repertory Theater and Northeastern University's Communications Studies Department.