

Matthew Klein of Fuor Digital On Web 2.0 Panel at President's Forum of Chicago

Panel of experts in web 2.0 and digital media talk about ways for Presidents and CEOs to use Web 2.0 technologies to improve their businesses

September 9, 2008 – Chicago, IL: Matthew Klein, Co-Founder and CEO of Fuor Digital, a Chicago-based digital media agency, participated in a panel at the Presidents' Forum of Chicago today focused on Web 2.0. The panel, made up of Klein, Joseph Juhnke and Adam Kallish of Tangram, Kristin Brown of Productive Strategies, and Kelly Cutler of Marcel Media, addressed an audience of Presidents and CEOs about what Web 2.0 was, and how it can be leveraged in a business environment.

For his part, Klein focused on debunking a number of myths about Web 2.0, primarily in the context of social networking technologies, and how CEOs and Presidents could use new digital media tools both personally and in their companies to enhance their businesses.

"It's a myth that digital media opens companies up to unwanted scrutiny," Klein said. "Too many companies are afraid of the transparency that Web 2.0 can create. Instead of thinking of Web 2.0 as creating a magnifying glass over your company, think of it as additional tools to get your brand out to your customers in a way that you control. By using Web 2.0 technologies, you can help to control the conversation about your organization and industry."

Klein also talked about the importance of Presidents and CEOs being visible.

"Now more than ever, people see CEOs as personifications of the companies that they run. By being visible and interacting with your customer base and other interested parties personally, you give the company a definable personality, and allow people to relate to your organization."

The Presidents' Forum of Chicago is an invitation-only, annual, all-day event dedicated solely to presidents and CEOs. The purpose is to help CEOs and Presidents generate new business leads, ideas, and solutions from their peers through a collection of panels, roundtable discussions, and networking opportunities.

About Matthew Klein

Matthew Klein is the Co-Founder and Chief Executive Officer of Fuor Digital. Matt, who has a background in software engineering and development, launched Fuor Digital to help companies make better digital marketing decisions by providing the tools to evaluate their online effectiveness. As President and Chief Executive Officer, Matthew oversees company strategy, direction and ensures clients achieve their digital media and business objectives.

Prior to co-founding Fuor Digital, Matt served as Vice President of Digital Marketing for

Chicago-based Magnani Continuum Marketing from 2002-2005, where he advised brands such as CNA Insurance, MacGregor Golf, Marriott, Libman, and Norwood Promotional Products on digital marketing strategy and execution. Matt went on to create Context, a service company that ultimately partnered with Kelly Scott & Madison in 2005, paving the way for Fuor Digital.

Matt graduated Summa Cum Laude from DeVry Institute of Technology, Chicago, IL in 1997 with a B.S. in Computer Information Systems.

About Fuor Digital

Fuor Digital is a full-service, Chicago-based digital media agency, specializing in all aspects of digital media campaigns, including digital strategy, advertising, search engine marketing and optimization, e-mail marketing, mobile phone marketing and web analytics. Founded in 2006, Fuor Digital believes in helping their clients master the digital media mix by using all appropriate mediums cohesively, and focuses on creating quantifiable results to help clients track and understand the ROI on their digital media investment. With their breakthrough conversion attribution system and seats on the Standards Committee of the Web Analytics Association and Click Quality Council, Fuor Digital is an innovative leader in the digital media industry.

Fuor Digital is a Kelly, Scott & Madison Company. For more information about Fuor Digital and their digital media services, please visit www.fuor.net.

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