

## **Covario Co-Founder Dema Zlotin to Speak at Omniture Summit**

The Associated Press

Covario (<http://www.covario.com/our-perspective/covario-speaking-engagements>), the leader in SEM, SEO and display software and agency services for Forbes Global 2000 companies, today announced that Dema Zlotin, co-founder and vice president of strategic services, will be speaking at the 2010 Omniture Summit (<http://www.omniture.com/en/summit10>) in Salt Lake City, UT. On Wednesday, March 3, Zlotin will present at the session "Best Practices for Managing a Global SEO and SEM Program." Zlotin will be joined by Jay Middleton, Sr. Manager at Adobe as they discuss how large and diverse companies such as Adobe can use specific processes and technologies to serve corporate, brand, and business unit goals and get the most out of search marketing.

**WHAT:** 2010 Omniture Summit (<http://www.omniture.com/en/summit10>) **WHEN:** Wednesday, March 3 from 1:30 p.m. to 2:30 p.m. **WHERE:** Grand America Hotel, Salt Lake City, UT **WHO:** Dema Zlotin, co-founder and vice president of strategic services, Covario, Inc.

Dema Zlotin's Background:

-- As Covario's Co-founder and VP of Strategic Services, Dema is responsible for new markets and works with Covario's largest customers on integrated search-related strategies that leverage technology and advanced analytics to improve the overall ROI of advertising. Dema is a frequent speaker at industry conferences and a sought after commentator on the state of online advertising. -- As Co-founder and President of Silicon Space, a provider of custom, web-based enterprise software solutions, Dema led the 10 year growth of the business until sale in 2008. -- Dema's professional history includes positions with Anderson Consulting, Price Waterhouse, and the San Diego Supercomputer Center. Dema has a BS in Computer Science from UCSD.

## **Covario Co-Founder Dema Zlotin to Speak at Omniture Summit**

Published on Electronic Component News (<http://www.ecnmag.com>)

---

About Covario, Inc. Covario, Inc. is the leader in SEM, SEO and display software and services for Forbes Global 2000 companies. Covario provides global organizations with robust interactive and search marketing analytics solutions for paid search advertising, organic search engine optimization (SEO), and display advertising. Covario enables complex and distributed organizations to control brand integrity, ensure budget transparency and deliver quantifiable results across business units, distribution channels and languages. Headquartered in San Diego, CA, Covario's growing customer list include some of the world's best known brands in high tech manufacturing, retail, ecommerce, financial services, consumer electronics, media, entertainment, publishing and consumer packaged goods. For more information on Covario call 858.397.1500 or visit <http://www.covario.com/our-perspective/covario-speaking-engagements> (<http://www.covario.com/our-perspective/covario-speaking-engagements>).

**Source URL (retrieved on 07/28/2015 - 4:23am):**

<http://www.ecnmag.com/news/2010/03/covario-co-founder-dema-zlotin-speak-omniture-summit>