

COMMUNITY ANALYTICS' CEO IS KEYNOTE SPEAKER AT SMEI EVENT Myra Norton Presents New Ways to Think About Business Networks

BALTIMORE (December 2009) – On December 9, 2009 SMEI hosted the event 'Leveraging the Power of Human Networks to Drive Sales'. The event took place at PSA Insurance & Financial Services in Hunt Valley and was available to both members and non-members of SMEI. Community Analytics' CEO Myra Norton was the event's keynote speaker.

In a world where information is increasingly available and abundant, we rely on personal relationships to filter that information, form opinions and make decisions. Myra Norton spoke to inform the audience how to utilize their social networks to the fullest. She explained how companies can integrate a powerful social-networking strategy within the framework of their current marketing resources, personnel, and processes. The data-driven approach she provided helped to uncover the existing relationships of trust and advice seeking among one's audience.

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About SMEI:

Sales & Marketing Executives International (SMEI) is the worldwide organization dedicated to ethical standards, continuing professional development, knowledge sharing, mentoring students and advancing free enterprise. Since no other worldwide executive sales and marketing associations exist, SMEI fills a void by providing a personal and professional community devoted to providing knowledge, growth, leadership and connections between peers in both sales and marketing. With over 10,000 members around the world, members benefit from both the strength of an international organization and the resources that a local chapter provides through ongoing seminars, lectures and networking opportunities.

About Community Analytics:

Community Analytics is a unique organization whose singular aim is to connect organizations to the relationships impacting their bottom line. We understand human networks and the roles they play in the decision making process. We combine science, art and a little bit of magic to harness the power of these networks for the greater good: more revenue for you and more relevance for your customers.

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