

EXHIBIT 25



Danny Sullivan
Editor-In-Chief, Search Engine Land
Orange County, California Area | Internet

3rd in

Current Marketing Land, Search Engine Land
Previous CNET Networks, Search Engine Watch, OC Register
Education University of California, Irvine

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55,413 followers

www.linkedin.com/in/dannysullivan

Contact Info

Activity

Published by Danny



I'm a big sharer. Articles I write, interesting articles on our Search Engine Land and Marketing...

Things I Carry: My Life Is on My Phone (But I'll...

April 2, 2013

LinkedIn, Now For Social Sharing, As Well As...

October 2, 2012

Danny Sullivan

How to help ease your organization into social media.

1. Sense Of Urgency
2. Guiding Coalition
3. Change Vision
4. Buy - In
5. Broad Based Action
6. Short - Term Wins
7. Never Letting Up
8. Build Into Culture

Getting An Organization To Dip Its Toes Into Social (& Eventually...

marketingland.com · When Robert Harles started his job at Bloomberg LP as Global Head of Social Media, one of his first hurdles was that there was an explicit policy: no social media. Fortunately, the organization's executives understood the value of social — they...

See More

Background



Summary

I was a newspaper journalist. Then I started writing about search engines. My goal is to keep writing about them. You know, until everyone is tired of me writing about them.



Experience

Editor-In-Chief

Marketing Land

December 2011 – Present (2 years 1 month)

Sister-site to Search Engine Land web site, covering internet marketing. I oversee the operation and write.



Editor-In-Chief

Search Engine Land

December 2006 – Present (7 years 1 month)

I oversee the Search Engine Land web site. You know, writing about search, planning coverage about search. Sort of doing the search thing.

▼ 1 recommendation



Paul Denhup

Experiential Marketing Division Chief at U.S. Army Marketing and Research Group

Dan is as professional as it gets with Search marketing and optimization. He is cutting the cutting edge with regards to Search: period. [View ↓](#)

Search Engine Land

Columnist

CNET Networks

2012 – 2013 (1 year)



Editor-In-Chief

Search Engine Watch

April 1996 – November 2006 (10 years 8 months)

I created and ran the Search Engine Watch web site. Then I left.

▼ 1 recommendation



Michael Singer

Independent Computer Consultant, Technology Editor and Writer

What can you say about the man who single-handedly created the Search Engine Optimization craze? If not for Danny's tireless efforts of showing people how to get better rankings and reporting on search engine

Graphics Reporter

OC Register

1994 – 1995 (1 year)



Skills & Expertise