

“Tony Surtees is one of the most brilliant Australian marketers on the scene today. Strike that. He’s one of the most brilliant marketers, period. His work on the net has demonstrated that he understands permission marketing at the highest levels!”

Seth Godin, author of the best selling book *“Permission Marketing”*

about **T O N Y S U R T E E S**

Tony Surtees is President and Chief Executive of E-MaiMai. In 1998, Surtees teamed up with Seth Godin to write, *Online Auctions for Yahoos: Making Money and Having Fun on Yahoo Auctions*. The book provides a useful and easy roadmap for entrepreneurs to set up and profit from online auctions.

Prior to joining Yahoo!, Surtees spent four years in design, development and funding of an e-commerce application for online bill presentment, incorporating many different technologies, including web and desktop-application development, LANs, internet-based messaging gateways, and voice and data services. Prior to this endeavour, Surtees built his entrepreneurial expertise through his work at two start-up companies.

He founded ITN Telecommunications, a niche B2B telecommunications organisation that specialised as a fax provider in Australia, New Zealand and South Africa.

Prior to founding ITN Telecommunications, Surtees was Business Manager in the Consumer Services Group for Citibank Australia. In this role he established several programs that greatly reduced the cost of new business acquisitions and developed the company’s direct marketing and cross-selling initiatives.

Tony is an Australian who holds a Bachelor of Commerce from University of New South Wales in Sydney, Australia and an M.S. in Management from the Stanford Graduate School of Business where he was also a Sloan Fellow.

We are extremely fortunate to have an individual as unique as Tony Surtees presenting on this important topic. His knowledge of Australian businesses and the US way of doing business, combined with his experience from both countries and cultures make him well placed to inform us on how permission marketing will impact Australian businesses.

