

Conrad runs marketing for Avvo, where he oversees the firm's SEM, SEO, social media, online marketing, public relations, email and web analytics initiatives. Avvo grew from concept to market leader in the legal directory space in three years without spending a dollar on advertising.

Prior to Avvo, Mr. Saam ran business development for interactive agencies. He worked with major consumer brands, assisting them to adapt their online marketing strategies to meet the changing market, technology, and regulatory environments of the internet. His experience includes numerous award-winning interactive projects for clients including Disney, Nickelodeon, Lego, MTV, Ford, Macromedia, the United Nations, Microsoft, AOL, McDonalds, Mattel and Napster.

Conrad holds an MBA from the Ross School of Business at the University of Michigan. Along with a column for Law.com, his writing has been featured in geeky publications like ClickZ and Search Engine Strategies Magazine. He has spoken at conferences including SMX and Seomoz PRO Training on topics including in-house SEO, online reputation management, analytics and site optimization and has been featured in USA Today, the New York Times and Strategy Magazine. He is an ardent advocate of in-sourcing technical marketing and avoiding black hat tactics. He writes on Avvoblog and tweets @conradsaam.