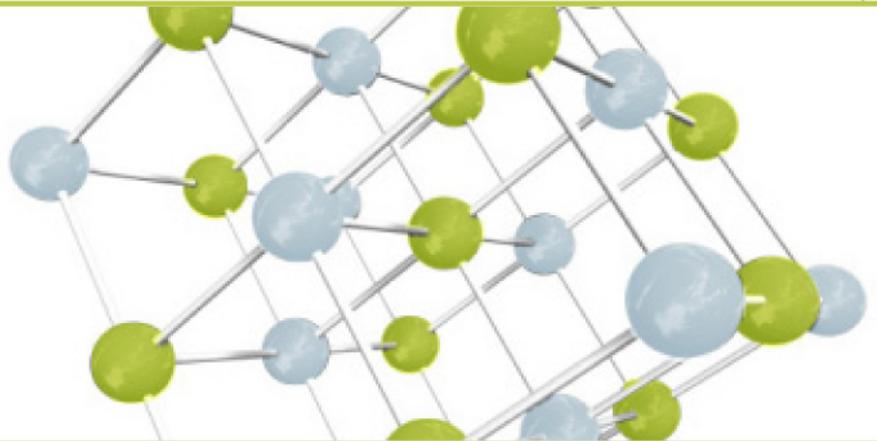




OpSource™
The Business of Web Operations

Using SaaS to Market SaaS: Powering Social Media to Drive Leads



Presented by:
Rajiv Parikh
CEO, Position2

October 22, 2008

Welcome

- Housekeeping
 - All phones are set on mute
 - If you have a question, please use the Question and Answer box located below the presentation panel
 - We will collect questions throughout the webinar and answer as many as we can at the end
 - Questions we can't get to will be answered via email
 - There's a button you can use to toggle between a full-screen view (for a larger image) and the view where you can see your Q&A box and type in questions – you can use it throughout the webinar

Introducing Rajiv Parikh

- CEO of Position2 – a leading search engine marketing firm
- Over 20 years of sales, marketing and entrepreneurial experience
- Co-Founder and Board Member of Apieron Inc., a VC-backed company
- Grew the AltaVista Business Solutions Group to \$40 million in revenues
- Prior experience includes leading Marketing and Business Development groups at Sun Microsystems, NCR, and AT&T
- MBA from Harvard Business School and a BS in Electrical Engineering from UNH
- Frequent speaker in industry forums on search and social media marketing