

Speaker Bio for Hollis Thomases, President, Web Ad.vantage, Inc.

Award-winning entrepreneur, digital strategist and thought leader, Hollis Thomases, founded [Web Ad.vantage](#) in 1998. Advocating its A.S.C.A.M.E. approach (Assess, Strategize, Coach, Act, Measure, Evaluate), Web Ad.vantage builds and deploys digital marketing plans to raise brand awareness, drive traffic and convert traffic so organizations can grow revenues.

Web Ad.vantage's client roster includes Endo Pharmaceuticals, SANYO Biomedical, DAP Products, Inc., UNICEF Canada, and Visit Baltimore.

Hollis is a frequent speaker for industry and trade conferences, authored the book, [Twitter Marketing: An Hour a Day](#), published in January 2010 by John Wiley & Sons, is the weekly "Digital Entrepreneur" columnist for Inc.com, a contributing expert to [Social Media Marketing Magazine](#), and has been a [Media Planning](#) columnist for ClickZ since 2005.