



Chris Baggott
Co-Founder and CEO
Compendium Software

Mr. Baggott began his career in the diagnostics industry with Abbott Diagnostics in both sales and marketing roles.

Mr. Baggott is the visionary behind ExactTarget's market-leading, on-demand email software solutions. As co-founder and chief marketing officer, Mr. Baggott led the growth of the company to over 5,000 customers in less than five years and the fastest growing SaaS company on the 2006 Inc. 500 list. A leader in database marketing for more than 20 years, Mr. Baggott was recognized by B-to-B Magazine as a "Who's Who in B-to-B" and his blog was voted "Best Online Marketing Blog" by MarketingSherpa readers and "Best of the Web" by Forbes.

A marketing futurist and voice for email best practices, Mr. Baggott has been quoted in such publications as *Forbes, Inc., AdWeek, 1to1, CRM, Direct, DM News, Dow Jones Online Retail Report and MarketingSherpa*. Mr. Baggott makes more than 50 appearances a year, speaking on best practices in database and email marketing at such venues as the Harvard Business School Entrepreneurship Conference; Ad:Tech; American Advertising Federation; American Marketing Association; Business Marketing Association; Dreamforce; eMarketing Association and the National Center for Database Marketing.

Mr. Baggott is also an author of the upcoming book: *Email Marketing By the Numbers* currently in publication with Wiley to be released in April of 2007.

Mr. Baggott's newest role is CEO of Compendium Software. Compendium's goal is software focused on Organizational Blogging and Organic Search Engine Optimization.

Mr. Baggott is a graduate of Evergreen College in Olympia, Washington

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