

About Mike Wise

President, WebWisedom LLC

Mike founded WebWisedom LLC in November of 2009. An Enterprise Social Technology/E-Marketing/E-Business consultancy, WebWisedom is helping sales and marketing organizations develop customized sales and marketing strategies leveraging Social Technologies within the unique environments of the organization and its markets.

With over twenty years in technology and sales in three different industries, Mike brings a broad spectrum of knowledge and experience to Sales and Social Commerce projects. Mike has been intimately involved in more than two dozen successful e-Commerce sales initiatives and is consistently engaged in Social Commerce activities on behalf of his clients.

Prior to WebWisedom, Mike led e-Commerce sales efforts within the insurance industry for IdeaStar (now MindStreams), primarily in the health and life vertical. Previously, Mike spent 10 years with **AEP** in sales, sales training, and sales management in various locations across the USA.



Mike is a member of the **Board of Directors** of the Professional Insurance Marketers Association (PIMA) <http://www.pima-assn.org> and was a co-chair for the 2006, 2007, and 2008 national PIMA MarkeTTech Symposiums.

Mike served on the Judging Panel for the **AM Best E-Fusion Award** in 2007 and 2008 <http://www.ambest.com/efusion/> and is considered a subject matter expert on insurance and technology.

Mike writes and manages a popular Blog in the insurance technology space, <http://www.webwisedom.com>, and was selected for the Insurance & Technology **Blog Honor Roll** three times in 2009. <http://bit.ly/2eRf1P>

Mike wrote the chapter on Socially Facilitated Selling in a crowdsourced book called **Enterprise Social Technologies** published in the Fall of 2010. Mike is currently writing his first book on Social Technologies: **The Social Tech Workout!**

An avid sports photographer, Mike maintains a personal/professional photo site <http://mikewise07.smugmug.com> specializing in sports photography, specifically soccer, and was noted in an www.ESPN.com news story in 2009 - <http://bit.ly/N6DA2>.

Mike holds a BA from the University of Washington.

Connect with Mike on LinkedIn: <http://www.linkedin.com/in/mikewise07>

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