

Speaker Bios



Julie Niehoff
Sr. Regional Development Director, Constant Contact

Julie Niehoff has more than 15 years in technology marketing with an emphasis on the special needs of small business and nonprofits. In her role as Sr. Development Director at Constant Contact, Julie's primary focus is on education and partner relationships. She is a featured speaker at conferences and facilitates seminars and workshops regularly. Julie is also responsible for all regional training and program development for Constant Contact's global effort to make local education resources available to every small business and nonprofit.

Since joining Constant Contact in 2006, Julie has presented marketing strategies and best practices to more than 30,000 businesses and organizations. Her primary focus is on translating today's technology into easy-to-understand solutions that "non-techie" people can grasp and leverage to build stronger, more progressive organizations.

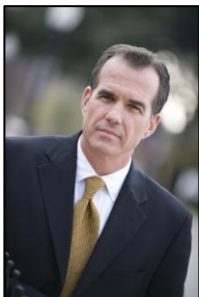
Prior to joining with Constant Contact, Julie was Director of Interactive Marketing for the Dallas Convention & Visitors Bureau and later launched her own successful consulting business. Julie is a member of National Speakers Association, Meeting Professionals International, Texas Travel Industry Association, Austin Music Foundation and Austin Chamber of Commerce. She also serves on the Marketing Communications committee for Association of Fundraising professionals International and is Vice Chair of Outreach, Marketing & Communications for the Texas Association of Nonprofit Organizations.



Vickie Sokol Evans, MCT, MCAS, MMI
President, The Red Cape Company

Vickie S. Evans is a former New York personal assistant turned applications instructor with thirteen years of classroom training experience and six years' experience working as a professional assistant. She is a Microsoft Certified Trainer and holds two additional certifications as a Microsoft Office Specialist in Office 2003 and Microsoft Office Specialist in Office 2007. Through her company RedCape, Vickie and her staff provide superhero professionals with just-in-time, desk side technology coaching and solutions through virtual collaboration.

In addition to managing RedCape, Vickie travels across the country facilitating Microsoft Experience Center events for high level executives. Additionally, Vickie delivers time saving technology tips and tricks presentations and classes across the country to business professionals, celebrity and personal assistants, professional groups and associations. Based in Austin, Texas, her hobbies include performing improvisational comedy and spending time with her two young sons.



Jeff Brady
President and CEO, Brady Media

Jeff Brady has leveraged the best tactics and techniques from broadcast journalism to help his small business clients build better, more visible brands and solicits powerful media footprints across North Texas and the nation. He's a broadcast news veteran with almost 20 years of journalism experience in three states and five separate markets. He's covered foreign wars, Presidential election campaigns, the Space Shuttle program and the Super Bowl. His last eight years in TV were spent at WFAA in Dallas as an anchor and reporter. While there, he led an award-winning newscast at 5pm which dominated local ratings and served as a strong lead-in to ABC's World News with Charlie Gibson.

Jeff's real passion, however, was reporting on entrepreneurs, start-up technologies and visionary business leaders who were making a difference. Over the course of his career, he interviewed hundreds of business owners and thought leaders who built companies and brands with unique products, services or technologies. Jeff recently retired from TV news to launch Brady Media Group, a Dallas-based publicity, consulting and digital content development agency. He is the founder and CEO.

Before beginning his media career, Jeff served in the first Gulf War as a U.S. Marine Corps Captain stationed in the Middle East. He now lives in Dallas with his wife Wesley and three children.