



# CONVINCE&CONVERT



**Jason Baer**  
biography

Jason Baer is the founder of Convince & Convert, a consultancy that provides advanced digital marketing advice to advertising and public relations firms nationally.

Mr. Baer has provided Internet consulting and online marketing services to more than 600 companies and organizations, including Nike, Fujitsu, amp'd Mobile, Pulte Homes, ConocoPhillips, & Cold Stone Creamery Inc.

Mr. Baer founded Mighty Interactive, a leading Internet marketing company in 2000, and merged the firm with Off Madison Ave in 2005. Off Madison Ave is an integrated communications firm located in Tempe, AZ and Mr. Baer continues to head the agency's marketing strategy division.

Mighty Interactive has won numerous national awards for online marketing and Web design excellence, including best healthcare site in the U.S.; best investor relations site in the U.S.; and two awards as best political Web site in the country. His e-mail campaign for Kolbe Corporation recently was named top consumer e-mail test campaign world-wide for 2007. The company has also been voted Arizona's Best Web Design and Internet Marketing Firm for the past four years by readers of *Arizona Business Magazine*.

Prior to starting Mighty Interactive, he was the managing online marketing executive for visitalk.com, a free Web-based voice and video calling service funded by \$23 million in venture capital. Far ahead of its time, the core visitalk.com services are now provided by companies such as Skype (sold to eBay in 2005 for \$2.6 billion).

Before joining the visitalk.com team, Mr. Baer was the co-founder and general manager of azfamily.com, powered by KTVK-3TV in Phoenix. Mr. Baer took azfamily.com from a blank sheet of paper to one of the country's first and largest local television Web

properties, tallying more than 2 million visits per month. He also founded and managed the azfamily.com Web site development practice, and built U.S. Senator John McCain's 2000 Presidential campaign Web site, widely recognized as the first truly successful political fundraising Web site (\$6 million raised). Azfamily.com was acquired along with KTVK and other assets by Belo Corporation (NYSE: BLC) in 1999.

In 1994, Baer began his career online with Internet Direct, Inc. the first Internet service provider in Arizona, and a global pioneer in virtual Web hosting. Serving as the company's vice president of sales and marketing, the company moved in nine months from approximately 100 customers in the U.S. to more than 1,200 customers in 23 countries. Internet Direct, Inc. was acquired by Mindspring (now Earthlink (NASDAQ: ELNK)) in 1998.

Mr. Baer also has a wide range of experience as a political consultant and marketing/public relations executive. He provided strategic and marketing advice with an emphasis on direct mail and radio to U.S. Senate, U.S. Congress, gubernatorial and state-wide initiative campaigns. He also provided public relations counsel to corporate and government clients.

He also served as the manager of Arizona marketing for Fortune 500 environmental services company Waste Management Inc. (NYSE: WMI).

His government experience includes a stint as public information officer for the Arizona Department of Juvenile Corrections, working on message strategy, crisis communications and government and media relations.

Mr. Baer holds a degree in political science with an emphasis in political advertising and a minor in communications from the University of Arizona, where he graduated Magna Cum Laude and Phi Beta Kappa. He attended as a Flinn Scholar, one of the country's most prestigious academic/leadership awards. While there, he managed more than 250 student events annually as president of the Student Union Activities Board, and co-founded the university's student radio station, KAMP.

He currently serves on the board of directors of the Greater Phoenix Chamber of Commerce and its Small Business Leadership Council, the governing board of the Athena Powerlink business mentoring program, and on the advisory boards for the School of Communications at Northern Arizona University, and for *bizAZ Magazine*. He is a past board member of the American Advertising Federation (the nation's largest advertising association), the Phoenix Advertising Club and Southwest Human Development. He served two terms as national President of Ad 2, the young professionals division of the American Advertising Federation, and two terms as President of the Phoenix chapter. He was a finalist for volunteer of the year for Arizona Special Olympics, and participates in a variety of other community activities.

*The Business Journal of Phoenix* named him to metro Phoenix's inaugural "40 Business Leaders Under 40" list in 2001.

He is a frequent speaker at marketing and advertising conferences nation-wide, and his bi-monthly column on interactive marketing appears in a variety of business publications. His frequent blogging can be found at [www.convinceandconvert.com](http://www.convinceandconvert.com) and his micro-blogs are available on Twitter (@jaybaer).

He and his wife and two children live in Flagstaff, Arizona, where he and his wife author [www.hottieandthefatso.com](http://www.hottieandthefatso.com), a local restaurant review blog and podcast called "Hottie & The Fatso".