

Paul Gillin

Critically Acclaimed Author and Technology Journalist

Paul Gillin is a speaker, writer and marketing strategist who specializes in marketing and new media. Since 2005 he has helped business-to-business marketers at companies of all sizes and in many industries use social media and quality content to reach and engage with customers. He is also a prolific writer who has published five books and more than 200 articles on the subject of new media.

Paul is a veteran technology journalist with more than 25 years of editorial leadership experience. He was founding editor-in-chief of TechTarget, one of the most successful Internet media companies. Previously, he was editor-in-chief and executive editor of the newsweekly Computerworld.

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Paul is also a Senior Research Fellow and Director at the Society for New Communications Research. His website is www.gillin.com and he blogs at paulgillin.com and NewspaperDeathWatch.com.