

## Speaker Bio for Hollis Thomases, President, Web Ad.vantage, Inc.



In 1998 Hollis Thomases, a graduate of Cornell University, founded Havre de Grace, Maryland-based Web Ad.vantage, Inc. (<http://www.webadvantage.net>), a specialized agency providing strategic online marketing and advertising solutions. For her industry longevity, wide-ranging experience, practical insights and pragmatic approach, Hollis has built a reputation as online marketing's "Voice of Reason." Web Ad.vantage has cultivated an impressive client roster including Nokia USA, Johns Hopkins University, ENDO Pharmaceuticals, Nature Made Vitamins, K'NEX Construction Toys, and Visit Baltimore.

Hollis recently authored the book, *Twitter Marketing: An Hour a Day*, published by John Wiley & Sons, is a contributing expert to *Social Media Marketing Magazine*, and has been a media planning columnist for ClickZ since

2005. She has appeared on several television and radio news and information programs and is a frequent speaker for industry and trade conferences.

In 2007, Hollis was named the U.S. Small Business Administration's "Small Business Person of the Year" for the state of Maryland. In 2009, the University of Baltimore's Merrick School of Business awarded Thomases its Distinguished Entrepreneur for Business Innovation.

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