



Greater Memphis IT Council

Media Advisory:

Contact: Regina Whitley
901-672-7630
regina.whitley@comcast.net

Greater Memphis IT Council to Host Quarterly Luncheon:

The Digital Marketplace: Now and in the Future

The Greater Memphis Chamber Communications Executive Leads Strategic Discussion on the Digital Marketplace with Local Innovators.

MEMPHIS, TENNESSEE –January 26, 2017: The Greater Memphis IT Council will host its first quarterly thought-leadership luncheon today on the topic of *The Digital Marketplace: Now and in the Future*. Amy Daniels, Senior Vice President of Communications for the Greater Memphis Chamber, will lead the strategy session with executives from Higher Visibility, Lokion and Vanick Digital – all high-growth Memphis technology companies.

The panel discussion will highlight the evolution of the website as the digital marketplace and address the growing importance of e-commerce, security, search engine optimization, mobile applications and the growing array of social media channels. The panel will also address future trends and emerging technologies that are driving the next generation of the digital marketplace.

The Digital Marketplace: Now and in the Future panelists include:

- Adam Heitzman, Founder & Managing Partner, Higher Visibility
- Bruce Nix, Director of Agile Services, Lokion
- Lou Powell, Founder & Principal, Vanick Digital

The program will bring together a C-level audience comprised of technology providers, IT departments of strategic industries along with leadership from the university and community college sectors with a capacity crowd at the University Club located at 1346 Central Avenue from 11:30 am to 1:00 pm.

About The Greater Memphis IT Council:

The Greater Memphis IT Council is a non-profit membership association focused on leading the evolution for Memphis into an international center of excellence for information technology (IT). As an ecosystem, the IT Council is driving economic development for the region through professional networking, education and technology training. The vision is that member organizations will be more knowledgeable, empowered and successful because of their interaction with professionals and resources that support the information technology industry in the Memphis area.

For more information: www.memphisitcouncil.com