

James M. Heckman **Vice President of Marketing**

James Heckman is the vice president of marketing of FindCounseling.com, the first searchable therapist guide on the Internet. As vice president, Heckman oversees all marketing, advertising and public relations efforts for the company. Founded in 1996, FindCounseling.com (formerly TherapistFinder.net) has since become one of the Internet's most trusted resources for locating qualified therapists.

Heckman joined FindCounseling.com in August 2006 from the American Marketing Association (AMA), where he served as director, Internet communications. During his tenure at the AMA, he managed Internet content, new product development and technical development of the association's website – MarketingPower.com – and led several successful marketing initiatives for the association to make the site's content more accessible to its members. His key achievements include the development of the Marketing Careers Network, a consortium of job boards from leading marketing associations, and developing several online and e-mail based marketing programs that yielded 30-40 percent revenue growth for the job board over a three-year period.

A sought-after speaker, Heckman has shared his expertise on marketing, Internet strategy and content development with organizations including the American Marketing Association, the American Society of Association Executives and the Technology Executives Club. Topics James can speak to include:

- **Internet & E-mail Marketing** – Techniques that resource- and time-constrained marketers can use to achieve measurable results
- **Website Content Strategy** – Development and use of content to drive traffic to a Website, particularly in more interactive formats such as blogs and podcasts
- **Search Engine Optimization Strategy** – particularly emphasizing how to strike a balance between what wins on search engines and what your site users prefer

Heckman came to the marketing sector with a journalism background, having worked as the Chicago editor for LocalBusiness.com, an Internet startup focusing on emerging new technology companies in the U.S. Prior, Heckman was the senior staff writer for the AMA's Marketing News magazine, and later the online editor for the association, where he developed *Marketing Matters*, an e-mail newsletter that has since become a key AMA member benefit.

Heckman earned an MBA from the University of Chicago, with concentrations in Marketing, Finance and Entrepreneurship, and received a Bachelor of Arts in English from Northern Illinois University in DeKalb, Ill. He resides in Naperville, Ill.