

C.J. Newton **Founder and CEO**

C.J. Newton is the founder and CEO of FindCounseling.com, the first searchable therapist guide on the Internet. Founded in 1996, FindCounseling.com (formerly TherapistFinder.net) has since become one of the Internet's most trusted resources for locating qualified therapists.

After starting his career as a learning disabilities specialist at the North Shore Center for Behavioral Medicine in Chicago's suburbs, Newton went on to co-found the Institute for ADD and Learning, which helped children with attention deficit disorders and learning disabilities by providing multidisciplinary assessment and remediation services.

His experience as a learning disabilities specialist and a lifelong interest in helping others inspired Newton to develop FindCounseling.com, with the goal of providing a one-stop Internet resource for anyone looking for a therapist or information about mental illness. With a way to quickly and easily search for therapists by name, location, gender and even language, the website's search technology was unlike anything on the Internet – and has since set the standard for online therapist search engines.

Newton is also recognized as a leading search engine optimization (SEO) specialist, having founded Internet marketing firm Mir Internet Marketing in 1996 and SEO Logic, a division of Mir specializing in search engine optimization, in 2001. He's authored several articles on SEO, including the Guide to Search Engine Optimization, published on the American Marketing Association's website. In addition, he frequently speaks on the topic.

Active in the Chicago business community, Newton volunteers his time and expertise to a number of organizations. He sits on the membership committee of the Chicago Software Association and is an advisory board member of the Technology Executives Club, and El Bosque Nuevo, a non-for-profit organization working to preserve tropical rainforest areas in Costa Rica.

Newton received his Bachelor of Science and Master of Arts in Learning Disabilities from Northwestern University in Evanston, Ill. He resides in Oak Park, Ill.