



Deborah Collier
Managing Director and Chief Strategist,
Echo E-Business

www.echoebusiness.com

www.learnebusiness.com

<http://blog.learnebusiness.com>

<http://www.twitter.com/echoebusiness>

Deborah Collier is the founder and managing director of Echo E-Business, a management and consultancy firm dedicated to helping companies get the most from the Internet through training, strategic planning and analysis.

With an MSc in Business Information Systems and 13 years of experience in the industry, Deborah's career included roles at PricewaterhouseCoopers and JPMorgan before she started her own e-commerce consultancy in 2001. Since launching Echo E-business in 2007 she has helped organisations including John Lewis, Kenwood and The Landmark London with their e-business and e-commerce strategies.

Deborah developed the *COB Certified E-Business Manager* qualification. Much of her training techniques and advice can be found at www.learnebusiness.com

As well as large organisations, Deborah – with the help of her team of experts – has also helped numerous smaller organisations to develop, plan and execute e-business projects. As a result, she is extremely knowledgeable about all aspects of corporate web strategy, and is happy to discuss:

- The strategies businesses can adopt to be successful online
- Web site accessibility, user psychology and design best practice
- Online marketing, social media and growing an online presence
- Integration of e-commerce systems with business strategy
- E-business and e-commerce implementation
- The different applications of web technology – from straight-out selling and branding to internal knowledge sharing.

If you would like to speak to Deborah about any aspect of how e-business is empowering companies to thrive – even during tougher economic times – please contact her on 0208 123 6357 or email: deborah.collier@echoebusiness.com