

## **Bill Eager Introduction**

Bill Eager is an Internet and technology pioneer. Bill has spent twelve years researching, writing, speaking about and implementing electronic communication systems. Bill has written ten books about technology including best-sellers *The Information Payoff* and *The Complete Idiot's Guide to Marketing on the Internet*.

Bill has held senior management positions in several organizations including the U.S. Department of Energy and BASF Corporation. While Manager of Corporate Communications at BASF, Bill proposed and became responsible for the development of one of the first large-sale INTRANets in the United States, a system that distributes multimedia information to more than 25,000 employees around the world

Bill has helped some of the nations leading companies including Kaiser Permanente, INVESCO, Columbia Healthcare, Cahners Publishing, RE/MAX and TCI International design and implement interactive Web sites that enhance communications and improve productivity.