



Mr. Max Haroon, President & Founder of the Society of Internet Professionals

Mr. Haroon has been involved in various sectors of Information Technology (IT) for over 35 years; the last fifteen years in dealing with IT Training, Internet businesses and not-for-profit sector.

Max's broad IT experience includes such roles as systems analyst, project leader, trainer, entrepreneur and business consultant. His experience bought him in contact with computer vendors, manufacturing companies, software houses, training organizations and government. He has worked in Europe, the Middle East, South East Asia and Canada.

He has worked with the Society of Internet Professionals, Sigma Systems Group, Ascot Systems Centre, The Internet Resource Centre, DataSoft Systems, World Wide Web institute and TxMQ Inc during the last fifteen years.

Since 1994, Mr. Haroon has been working in the area of Internet/Intranet technologies. He has worked as senior executive of many companies involved with ISP services, web design and web hosting, Internet training and Virtual Private Networks. Mr. Haroon's last assignment involved the setup of a Canadian branch of an American Internet company, raising revenue from zero to \$1 Million within a year of beginning the operation, expanding business and managing a staff of 50 people.

As an e-Business and e-Marketing consultant he has worked as an architect, project leader (content, development and maintenance), e-mail campaign, etc.

Mr. Haroon has served on the boards of many standards, methodology and conference committees. He has developed a certification standard for the Society of Internet Professionals (CMSIP -designation), Standards for Web Site Audit. He has forged alliance and partnership programs with companies such as IBM, Digital, iPass, MindLeaders and others. He has planned and managed many events and trade shows over the course of the last six years and has mastered the art of branding, promotions and networking.

Mr. Haroon has delivered talks and panel presentations on various aspects of the Internet and IT such as:

- ❖ e-Marketing
- ❖ Internet Based Marketing
- ❖ Usability for your web site
- ❖ Search Engine Optimization
- ❖ Certifications & Careers in Transition
- ❖ Conducting Research Using the Internet

He provides consulting and advisory to private and not-for-organizations in the following:

- ❖ Public Relations and Outreach
- ❖ Event Planning & Management
- ❖ Creating Alliances and Partnerships
- ❖ Search Engine Optimization of Web sites
- ❖ e-Marketing

For more information about the Society of Internet Professionals (SIP)
Please visit <http://www.sipgroup.org>

Max Haroon can be contacted by email: max@sipgroup.org or phone: 416-891-4937

Talks Given by Max Haroon

e-Learning - Trends in Online courses

Have you taken any online courses lately? E-Learning is no longer Computer based "Book". E-Learning provides almost all benefits of learning in a Brick & Mortar Institutions, plus more.

This presentation will explore delivery methods of online learning. You can take online courses ranging from how to use Computers to MBA and everything in between. E-Learning has provided a boom to employers and professionals seeking certifications.

Tap into the insight and experience of Mr. Haroon, whose career success includes running an online university with 1000 courses. If you'd like to learn business skills at your own pace without leaving your office, whether your interest is business ethics, customer service, management, sales or marketing, Max can help direct you to economical courses on line.

Search Engine Optimization - Attracting Traffic to your Web site

Eighty five percent of traffic to your web site is directed by search engines. When a surfer types in keywords, you want to make sure that your web site is listed on the first page for such a search, without paying mega bucks to Yahoo, MSN and others. The task is not easy; there are there are over 5 billion documents on the World Wide Web today.

According to Brand Week Online Magazine "Search engine optimization may be just one part of an online internet marketing strategy, but it is the fundamental part. It's the baseline. If you are doing nothing else, search engine placement and keyword related advertising can make up to 85 percent of your traffic."

Why do search engines play such an important role in getting traffic? Is submission to search engines enough, and does it work? Do you have "Spider Food" on your web site? Have you analyzed your keywords and Meta Tags?

Find out how search engines work, and learn the rules of the game to rank high with them.

Level the playing field with the Internet! Compete and win against anyone, whether you're a large or small business.

e-Marketing: Internet Based Marketing

Max Haroon invites you to step into the world of internet-based marketing. Founder of the Society of Internet Professionals and an IT professional for the past 25 years, Max will introduce you to internet marketing tools that can build stronger relationships with your target audiences, generate new revenue, heighten brand awareness and increase client satisfaction.

You'll learn about such e-marketing and e-promotion practices as website ranking, list servers, bartering, banner ads, banner exchanges, contests, freebies, cost per click, link exchanges, viral marketing and much more.

If you'd like to move your marketing to the web, join Max to learn a few tricks of the trade.

Professional Enhancements - Role Played by SIP

The Society of Internet Professionals (SIP) was established in Toronto, Canada in 1997 with a mandate to enhance professionalism and establish Internet certifications. Learn how you can benefit by joining the society as individual, a corporate business or as an educational institution. SIP has taken many initiatives to full fill its mandate, such as conducting panel discussions, workshops and online University. There are opportunities to further your career and business. The presentation explores how SIP can help you.

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Links providing additional Information and work done by Max Haroon

Profile depicted by pictures:

<http://www.sipgroup.org/maxalbums/Portfolio-98-2004/index.html>

Presentations are available at:

<http://www.sipgroup.org/president/presentations.html>

Media Exposure:

<http://www.sipgroup.org/president/htcinterview.html>

<http://www.itbusiness.ca/index.asp?theaction=61&sid=55432>

<http://www.itbusiness.ca/index.asp?theaction=61&sid=56609>

Newsletters published:

<http://www.sipgroup.org/news/newsletterarchive.html>

Society of Internet Professionals (SIP), founded by Max Haroon

<http://www.sipgroup.org>

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