

Team Biography: Veronica “Niki” Fielding, President/CEO

Areas of expertise:

- Content Marketing
- Interactive Marketing
- Search Engine Optimization
- Pay-Per-Click/Search Advertising
- Social Media Marketing

Online Profile:

<http://www.digitalbrandexpressions.com/company/veronica-fielding.asp>

Digital Outposts:

Twitter: <http://twitter.com/vfielding>

LinkedIn: <http://www.linkedin.com/in/veronicafielding>

Blog: <http://dbesem.blogspot.com/>



Veronica Fielding is the President/CEO of Digital Brand Expressions, an internationally recognized top-tier, best-practices driving player in the content marketing space. A well-known Internet marketing expert, Ms. Fielding has been resource for major media including *The Wall Street Journal*, *New York Times*, and NBC-TV among others and speaks regularly at major industry conferences about content marketing, search engine optimization, paid search, social media marketing, and other digital channels for brands to reach their stakeholders.

Her career started in management consulting and advertising. She later joined Dow Jones/*The Wall Street Journal* where she spearheaded the development and marketing of new media initiatives for consumers and business professionals as an executive in the Interactive Division. In 1995 she co-founded United Multimedia, an electronic publishing and interactive marketing agency, which she sold to Princeton Partners in 1998, running it as the interactive group until she left to form DBE in 2002.