

About the Author

Wendy Brabon is a partner and technology director for IH CPR.com. She is the CEO of Ignite WorldWide, Inc., a world-class company that offers strategic internet solutions. Wendy has been involved in website development, internet marketing, and design since 1994, and has created hundreds of websites for clients including, Fortune 500 corporations, educational institutions, non-profit organizations, medical practices, and hospitals.

With more than a decade of e-business experience, strategic planning, and marketing expertise, Wendy's extensive knowledge of internet technologies, product development, and database management gives her the ability to strategize customized internet business solutions. In addition, she has worked in a variety of manufacturing specialist roles including MRP, inventory control, product development, engineering, and database management for both Eastman Kodak Company and Siemens.

A former president of the eBusiness Association of Rochester, New York, she is focused on using technology to enhance business practices and build personal connections.