



Jim Hasl Founder & Managing Partner



Jim Hasl is one of the founders of Seismic Marketing and its managing partner. He has more than 25 years' senior management experience in marketing, corporate communications and agency management. Hasl oversees Seismic's main office in Somers, N.Y., and is the company's primary North American east coast contact.

After 10 years with Hewlett-Packard Company, where he created the company's Peripherals Group public relations function that conducted PR on behalf of nine HP printing, imaging and mass storage divisions, Hasl left the company to run communications metrics and consulting firm, the Delahaye Group, as president and chief operating officer. In 1996, IBM recruited Hasl to support that company's turnaround under new CEO Lou Gerstner. Hasl headed one of the computer industry's largest event marketing programs, with 200 IBM event professionals, 120 agency staff and an annual budget of more than \$200 mil., executing a wide array of events globally. At IBM, Hasl was a lead member of the marketing team that designed and executed the company's most successful marketing campaign in its history. The award-winning e-business campaign remains as IBM's largest and most significant marketing investment.

Hasl left IBM in early 2002 to found TaylorMcKnight LLC, a global event marketing firm that quickly established itself as one of the leading event marketing consulting specialists. He and his TaylorMcKnight partners subsequently formed TM Media Group Inc., which was purchased in the fall of 2003 by Ziff Davis Media, a publisher of technology and gaming magazines. With the TM Media Group acquisition, Hasl joined Ziff Davis to run the company's events division. At Ziff Davis, Hasl designed and launched DigitalLife, a new direct-to-consumer tradeshow for the consumer electronics industry. In its first year, DigitalLife attracted more than 30,000 attendees and 500 press. Expo Magazine named it the best new consumer event in the nation in 2004.

Hasl has advised executive management at dozens of Fortune 500 companies on marketing and communications programs helping to organize regional and global communications campaigns, develop reliable marketing return-on-investment methods and standards, launch new products and expand into new markets. Past clients represent a broad range of industries, including high tech., biotech, financial services, energy and entertainment.

As with all the Seismic partners, Hasl has designed and executed marketing and communications programs in Europe, Asia and Latin America. He has extensive experience integrating global campaigns with regional marketing programs, especially in emerging markets such as India and China. He is often called upon by the press as a leading expert on trends shaping marketing communications and is the recipient of numerous communications and marketing honors.

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