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FOR IMMEDIATE RELEASE

**HUDDLE LEADERS FOR X CHANGE 2010 WEB ANALYTICS CONFERENCE ANNOUNCED**  
*Sessions to be Driven by Web Analytics Industry Heavyweights*

NOVATO, CA – May 20, 2010 – [Semphonic](#) and [Web Analytics Demystified](#) announced today the initial lineup of “huddle” leaders for the for [X Change 2010](#), the [Web analytics](#) industry’s premier conference, held this year in Monterey, CA this September 20-22.

[X Change](#) is unique in that is structured around nearly 60 conversations – dubbed “huddles” - among peers on topics including mobile analytics, measuring social media, integrating analytics and CRM, creating analysis with massive amounts of data and addressing the challenges associated with building an analytical organization.

“Huddles are the trademark of [X Change](#),” said [Semphonic](#) President Gary Angel. “X Change attendees are sophisticated enterprise managers and practitioners. They want to talk over real experiences, not hear speeches and sales-pitches. By having only enterprise practitioners guide the conversation we make sure they are relevant and deeply informational – not salesy. It makes for a unique experience.”

This year’s huddles will be led by analytics experts including Adam Greco of [Salesforce.com](#), Bob Page of [eBay](#), Lynn Lanphier of [Best Buy](#), John Howard of [Lowe’s](#), David McBride of [Comcast](#), Blandon Casenaves of [NBC Universal](#), Alex Schultz of [Facebook](#), Kim Weller of [ESPN](#), Kelly Olin of [Nike](#) and Dylan Lewis of [Intuit](#). Also leading huddles are keynote panelists Shari Cleary, Vice President of Digital Research at [MTV Networks](#) and Joe Megibow, Vice President of Global Analytics and Optimization at [Expedia](#).

“We make a conscious effort to get elite practitioners from across industries,” said Eric Peterson, Senior Partner and Founder of conference co-sponsor [Web Analytics Demystified](#). “These are some of the leading measurement experts from technology, media, retail, hospitality, financial services and social computing. It’s exciting to bring them together.”

Session topics and additional leaders are still being finalized and will be available on the [X Change 2010](#) website. Registration sold out last year and seats are again limited.

For more information and to register for X Change 2010 please visit:

<http://www.semphonic.com/conf>

**About Semphonic:**

[Semphonic](#) is the world's largest independent [Web analytics](#) consultancy, with headquarters in San Francisco and offices in Boston, New York, Washington, DC and Portland, OR. Founded in 1997, the company has helped leading corporations, government agencies and non-profits achieve measurable improvement in the performance of their web channel. Clients include American Express, Charles Schwab, Genentech, the National Cancer Institute, Sears and Turner

Broadcasting. Semphonic is also the driving force behind the premier web analytics conference, X Change. For more information about Semphonic, please visit: <http://semphonic.com>.

**About Web Analytics Demystified:**

[Web Analytics Demystified](#), founded in 2007, provides objective strategic guidance to companies striving to realize the full potential of their [investment in web analytics](#). By bridging the gap between measurement technology and business strategy, Web Analytics Demystified has provided guidance to hundreds of companies around the world, including many of the best known retailers, financial services institutions, and media properties on the Internet. For more information on Web Analytics Demystified, please visit: [www.webanalyticsdemystified.com](http://www.webanalyticsdemystified.com).

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