

Nicholas J Ferrari

Effective October 29, 2007 Nick Ferrari was appointed the position of Executive Vice President, Business Development for the American Business Media, the association for business information companies. In this position, Mr. Ferrari brings a breadth of experience in B-to-B that includes a rich background in advertising, marketing, communications and research spanning more than 25 years.

Prior to ABM, Mr. Ferrari was named Chief Executive Officer of Erdos & Morgan, Inc., a division of Beta Research Corp., with an extensive background in business-to-business and consumer markets.

He is past president of the Business Marketing Association of New York, currently serving on its Advisory Board. He also serves on the Board of Directors of the American Advertising Federation, and had been on its Executive Committee for the past four years. He has been active on various industry councils and committees, including the American Business Media Marketing Advisory Board and Publisher's Committee, the American Marketing Association EFFIE Awards, AAF's Mosaic Council and the AAF District 2 ADDY and Diversity Awards, among others. He lives in Middletown, NJ with his family.