

Dan S. Robbins

Vice President of Marketing

Industry veteran Dan Robbins serves as VP of Marketing at Enquisite, Inc. In this capacity, Dan is responsible for Enquisite's brand and product strategy, including driving all of the marketing and PR activities.

Dan began his online marketing 14 years ago while serving as a publishing technologist and online product manager for educational textbook publisher Addison Wesley. While at Addison Wesley he pioneered the use of online components and activities to supplement and enhance textbook lessons and produced original content learning sites for the K-12 educational market.

After Addison Wesley, Dan joined ZDNet as an Executive Editor and Producer. There, he directed the content, design, functionality and marketing/branding for ZDNet's consumer electronics channel. He continued his senior marketing role as Senior Marketing Director and Executive Web Producer for Dialpad Communications, where he spearheaded all creative and marketing efforts for the company's corporate, consumer and enterprise business units.

Prior to joining Enquisite, Dan's most recent position was as Director of Marketing for ClickTracks Analytics, Inc. There, he handled the strategy, management, implementation and optimization of online and offline marketing programs, in addition to overseeing the company's search engine marketing and demand generation efforts.



Contact Dan

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