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About the Author

Ellie Mirman is a long-time inbound marketer at HubSpot (<http://www.hubspot.com/>) an Internet marketing software company in Cambridge, MA. Ellie's specialties lie in lead generation, email marketing, and product marketing. She also has experience with **event marketing**, launching the first ever Inbound Marketing Summit in 2008, and growing new lead generation programs, including HubSpot's monthly **webinar series** attracting thousands of registrants to each event. She also served as product manager for a cross-functional agile development team focused on increasing user engagement and lead conversion among **free product** trial users, and, most recently, led the product team's customer research efforts. She leads the marketing for HubSpot's mid-sized business segment. She specializes in lead generation, email marketing, product marketing, and marketing analytics. You can find Ellie blogging on **HubSpot's Internet Marketing Blog**.

Ellie is also the program coordinator for **Founder Mentors**, a Boston-based organization that matches new entrepreneurs with experienced founder mentors. Ellie graduated with great distinction from **McGill University**, where she studied World Religions and loved every minute of it.

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