

Now Marketplace President to speak at 6th Annual Digital Dealer Conference in Las Vegas

Christy Roman, president and chief executive officer of Now Marketplace, Inc., a client company of the UCF Business Incubator in Winter Springs, is a speaker at the 6th Annual Digital Dealer Conference, to be held on April 19-21, in Las Vegas.

March 25, 2009 - [PRLog](#) -- Roman said her presentation on Internet Marketing will focus on how the Internet ranks as the most cost effective advertising medium ever invented, and how to leverage its use for marketing in 2009 and beyond.

“Consumer trends have drastically shifted online and many enterprises are still operating with a 1990s Internet model,” said Roman. “Business owners shouldn’t think of the Internet as a utility like a telephone. It’s a pervasive medium of communication and exchange that favors everything else, from off-line advertising efforts to personal contact,” she said.

Roman boasts professional experience on all sides of the advertising table, from newspaper and cable TV advertising sales, online advertising sales and management, to one-time advertising agency media buyer turned owner and consultant to television stations to help them develop online revenue streams.

Her company, Now Marketplace, Inc., serves as a one-stop shop for local businesses, particularly automobile dealers, looking to maximize the Internet as their effective advertising medium of choice.

Now Marketplace, Inc. joined the UCF Winter Springs/Seminole County Business Incubator last November. The facility, located in the Vistawilla Office Center on East S.R. 434 and the 417, opened its doors in 2008 to serve start up firms with high growth potential in Seminole County.

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About the UCF Incubation Program

Since its founding in 1999, the UCF Business Incubation Program has helped more than 100 emerging companies (including nearly 70 current clients) create over \$500 million in annual revenue and more than 900 new jobs with an average salary of \$59,000. With five facilities across the Greater Orlando community, the Incubation Program is a collaboration in economic development between the University of Central Florida, Orange County, the City of Orlando, Seminole County, the City of Winter Springs, and the Florida High Tech Corridor Council. For more information, please visit <http://www.incubator.ucf.edu>.

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