



13th - 15th October 2011,  
ExCeL London

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## Search engine excellence / Winning online: How to get your property at the top of the listings. What are the key trends and who is doing well and why?

### Details:

**Date:** Friday 14-10-2011  
**Room:** 2  
**Time:** 11:00  
**Duration:** 45 mins  
**Cost:** £0.00

Session Chair - Ruben Martinez, Head of Search, Nestoria

### Speakers:

Kate Stinchcombe-Gillies, Director of communications at Holiday Lettings

Iain Harper, Heartwood Digital  
 Robin Wilson, Rightmove Overseas  
 Sherry Madera,

### SHOW OPENING TIMES:

Thursday 13th Oct.  
10am-6pm

Friday 14th Oct.  
10am-6pm

Saturday 15th Oct.  
10.30am-5.00pm

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## Speaker Profiles



### Iain Harper

Iain Harper has been working in the Internet industry since 1995, including eight years at a search engine marketing agency he founded in 1999. At Heartwood Digital, he now supports clients all over the world with digital marketing consultancy focused on effective integration. Iain remains an enthusiastic advocate of SEO and its role at the heart of every digital marketing strategy.



### Robin Wilson

Robin Wilson is Head of Overseas at Rightmove, the UK's number one property website.

Since joining the FTSE250 company in 2000 he has managed teams and businesses across Rightmove, developing and operationalising new features and services over the entire lifecycle of choosing and moving home for buyers, vendors and agents. He's passionate about delivering great user experiences online and has a keen interest in the application of 'lean' theories to services.

When not slaving over a hot laptop or figuring out how to make stuff better, Robin enjoys playing the drums and skiing.

**Ruben Martinez****Ruben Martinez**

Ruben Martinez is a digital marketer with vast experience in international SEM, SEO and web analytics.

His professional passion is Nestoria, a deceptively simple online property search engine in five European countries, Brazil, India and Australia. It aggregates property listings from the most relevant real estate portals in each market. Since 2006 Ruben has helped Nestoria grow to be one of the largest property web sites in the UK. As a marketing director, Ruben is responsible for the traffic and SEO of 12 web sites in 6 languages and 8 countries with a focus in staying relevant and useful to the visitor.

Working with external and internal teams and experimenting with search and social marketing is what makes Ruben the most happy in his job.

**Sherry Madera**

Sherry has had a long history of doing business with China in a variety of sectors. Now responsible for working with international developers to offer property inventory to Chinese buyers, Sherry's experience in property stems from work in the European Commercial Real Estate Sector. As management advisor to Retail Profile and Space and People, Sherry worked with commercial property developers such as Grosvenor, British Land, CSC and Land Securities. Sherry has also founded, and was CEO of AwayPhone Limited, a mobile technology group with offices in London, Tokyo, Hong Kong, Washington and Sao Paulo. AwayPhone was founded in 2005 and sold in 2008 to private equity investors.

Prior to AwayPhone, Sherry worked in corporate finance with CIBC in Canada and Interregnum and Ionic Advisors in the UK supporting investment and M&A transactions. Sherry holds a Chartered Financial Analyst (CFA) designation, and has a BSc from Queen's University in Canada and an MSc from University of London, SOAS.

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