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CEO OF *THE MARK NEWS* IS ANNOUNCED AS A PANELIST AT THE INTERNATIONAL INSITUTE OF COMMUNICATIONS CONFERENCE.

Jeff Anders will be among other high profile panelists at the fortieth anniversary of the annual conference.

Montreal, ON-- On October 26 and 27, Jeff Anders, CEO of [The Mark News](#), will act as a keynote panelist at the annual [International Insitute of Communications Conference](#).

Jeff will provide insight into emerging developments and trends in communications at this year's conference. He will be among other notable speakers, including Mathew Ingram, Communities Editor of *The Globe and Mail*, Jennifer Stoddart, Canada's Privacy Commissioner, and Steve Billinger, General Manager of Digital Programming and Business Development at CBC.

"I'm delighted to be participating in the IIC conference," says Jeff. "It's an aim of The Mark to be a leader in the field of communications--we uphold new media values similar to those of the IIC."

ABOUT JEFF

[Jeff](#) has nearly a decade of experience innovating in companies and international organizations. He worked for five years at Mercer Oliver Wyman as a strategy consultant to executives of Fortune 500 companies. Later, as an independent consultant, Jeff was retained by Hewlett Packard in India to help launch a team of local PhDs to perform marketing analytics for Western clients. Jeff completed a Bachelor of Commerce at McGill, a MBA at MIT, and a Masters in Public Administration at Harvard. You can follow him here

ABOUT THE IIC

In this age of convergence of communications, the [IIC's Annual Conference](#) provides a unique forum for an interchange of perspectives between IIC members, who are drawn from industry, government and academia in broadcasting, telecommunications, information technology, online services and the print media. This year's conference marks the fortieth anniversary of the Conference and will continue its tradition of facilitating the sharing and exchange of empirical data, specialist knowledge and accumulated insights, and of helping to find pointers towards future trends.

ABOUT THE MARK

The Mark is Canada's daily online forum for news commentary and debate. It is founded on the idea that thousands of credible Canadians, here and abroad, have important things to say but cannot reach a national audience. For these Canadians, The Mark is their platform. *The Mark* is unique in that its content is written by a hand-picked community of experts and not by journalists or professional writers. It publishes high-quality original written, audio and video content for distribution through the web, print, radio, television and live events.

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THE MARK

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