



LeeAnn Prescott is Research Director at Hitwise, covering the U.S. Internet market. LeeAnn brings nine years of consumer-focused market research experience to her role. She has authored key industry reports on online retail, search engines, and consumer generated media and is a regular speaker at industry conferences such as Search Engine Strategies and Mediapost's Search Insider Summit. She has been quoted as an expert in leading publications, including the New York Times and the Financial Times, and has appeared on CNBC Power Lunch and Closing Bell. LeeAnn is a contributing writer to iMedia Connection, and writes frequently about consumer generated media, social networking and online video.