

Careers in Email

May 7, 2025 3:30 pm EST



Moderator & Panelists Intros

Moderators

Gene Gusman, Senior Director Deliverability, Zeta Global

Tara Natanson, Manager ISP Relations, Constant Contact

Panelists

Alex Brotman, Sr. Engineer of Surprises, Comcast

Lili Crowley, Postmaster, Yahoo!

Jeanne Jennings, Founder, Email Optimization Shop

Getting to know you!

**What was your first job in email ?
(and how did you get there?)**

Getting to know you!

**What was one of your biggest challenges
early in your career?**

What was one of your biggest challenges early in your career?

Panelist choice!

- **What do you see as the biggest change in the industry from when you started till now**
- **What is the difference between the path to a career in email then and now**
- **If you were to start over, is there an area of study you would have chosen to get you where you are today?**

Wise words

What would you tell someone if they told you they were interested in email today?

Thank you for listening

Questions?

