



Best of the Web Names Roger Montti Vice-President of BOTW Verticals

WebmasterWorld moderator "MartiniBuster" brings wealth of Internet marketing and search industry knowledge to the Internet's oldest directory.

Uniondale, NY ([PRWEB](#)) October 12, 2006 -- [Best of the Web](#) is pleased to announce that Roger Montti has accepted a position as Vice-President of BOTW Verticals, joining the BOTW Executive Management Team. Roger will be responsible for launching and developing BOTW Verticals, a new lead generation platform which will cater to a variety of niche vertical industries initially focusing on the [Enterprise Software](#) marketplace.

"In keeping with a tradition of creating a "Best of Class" leadership team, we are very excited to welcome Roger Montti as the newest member of the BOTW executive team," said Brian Prince, CEO. "Roger has spent the better part of the last decade solidifying his spot as one of the top professionals in the search industry. He is well known as a speaker at search conferences and as a moderator at WebmasterWorld, where he moderates the Yahoo Search, Google AdSense, and Link Development forums. Roger's track record within the search industry space combined with his considerable enterprise software experience provided the perfect match for our growing business."

Mr. Montti joins BOTW after founding and operating a successful internet marketing consultancy firm for the last several years. Based out of San Francisco, Roger consulted for corporate clients and individuals specializing in marketing solutions incorporating search engine optimization and link building strategies as well as identifying key areas for monetizing existing traffic in a more efficient manner.

"Best of the Web has long impressed me with their commitment to quality and their long term view of doing business on the web" said Mr. Montti. "It gives me great pleasure to know I'll be working side by side with a team that shares my values for delivering quality to clients and a passion for developing new and exciting web products."

"In addition to the wealth of practical and in-depth expertise Roger brings to Best of the Web" added Greg Hartnett, BOTW President, "he has been involved in the Internet and Internet-related technologies for almost as long as Best of the Web. BOTW's future as a world leader in the categorization of quality, content-rich media depends on the extraordinary talents of our employees and Roger Montti will contribute a lot to our continued success."

About Best of the Web

"The Internet's oldest directory," [Best of the Web](#) got its start in 1994 by empowering the burgeoning online community to nominate and vote for best-of-class websites in a variety of categories. As the Internet grew in popularity, Best of the Web evolved into a comprehensive directory categorizing content-rich, well designed websites. Today, whether the topic at hand is choosing a college, refinancing a mortgage, or researching enterprise software solutions, Best of the Web provides one of the largest and most comprehensive human-edited directory resources available on the internet. Best of the Web is proud to announce the launch its newest offerings, the Best of the Web [Blog Directory](#) and the BOTW [Enterprise Software Directory](#) For more information, or to [submit your site](#) for inclusion in the Internet's oldest directory, please visit [botw.org](#).



###



Contact Information

Brian Prince

BEST OF THE WEB

<http://botw.org/>

516.522.2501

Online Web 2.0 Version

You can read the online version of this press release [here](#).