

Kirsten Mangers is CEO and Co-founder of WebVisible, a leading U.S. software provider that powers local interactive advertising products for businesses around the world. All products are privately branded and sold by a growing list of resellers in the yellow pages, newspaper and online marketing industries, including AT&T, British Telecom, Earthlink, Yellow Pages Group of Canada and more than 40 major market newspapers.

In 2007, WebVisible was named “Emerging Software Company of the Year” by the Technology Council of Southern California.

Our business philosophy is that local business owners are too busy minding their stores to successfully navigate the complexities of buying and managing their own online advertising, whether pay-per-click, banner ads, call-based products or ROI measurement tools. WebVisible solves this problem by offering turn-key, fully managed software solutions that support interactive advertising with predictable pricing and guaranteed results.

WebVisible's software platform manages the entire lifecycle of order management, ad creation, deployment and optimization, ensuring a small business is effectively represented online, from Google to wireless devices, collaborating with resellers on products, pricing, packaging and promotion.

Previous to WebVisible, Kirsten has accumulated 20 years of experience in the local interactive, wireless and directory industries as Vice President of Sales for SBC. Additionally, Kirsten held positions in sales, strategic planning, marketing and business development for GTE, Pacific Bell, Go2 Systems and Engage Technologies (a CMGi Company).

Kirsten is proud member of the Alzheimer’s Visionary Women’s Group of Orange County and is Vice Chair of the Southern California Technology Political Action Committee.

WebVisible is headquartered in Irvine, California and is 65% employee owned.