

# Chip Hartman

Value Proposition & Branding Specialist / Published Author



*Chip is a small business owner and published author based in Parsippany, New Jersey specializing in the development of web-based branding and marketing for both business and consumer markets. His company, **MeridiaSystems.com, LLC**, helps small and mid-sized companies to discover, develop, deploy and maintain their brands, then builds high-impact, well-branded corporate web sites to attract new business.*

*Chip's background is in education (chemistry), microelectronics, network architecture, and web design & development. He has been an employee of several high-profile companies including Digital Equipment Corporation, AT&T, British Telecom, Concert Communications and Scholastic, Inc. He was one of four lead web developers for AT&T's first internal news portal, The InfoCenter@AT&T from 1997 - 2001.*

*Chip joined the **Empowering Today's Professionals (ETP) Network** in September, 2007 and accepted the role of Editor-in-Chief, supplying the organization with thought-provoking articles and a variety of marketing, promotional, and educational publications.*

*In 2008, Chip and ETP Founder/CEO Rod Colón began the collaboration on Rod's first book, [Win The Race for 21<sup>st</sup> Century Jobs](#). The book was published in March, 2010 by **etp press** in Denville, NJ and is available on Amazon.com.*

*An accomplished pianist, Chip loves classical music and provides entertainment for several local senior care facilities in Morris County, New Jersey. He also enjoys digital photography, astronomy and college football. He has traveled extensively in France and still maintains business relationships with clients in Nice, France and Geneva, Switzerland.*

*Chip is a graduate of Clark University (B. A. Chemistry) and Columbia High School (Maplewood & South Orange, NJ). He resides with his family in Parsippany, NJ.*

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