

John Yunker
Founder of Byte Level Research

Founder of Byte Level Research (www.bytelevel.com), John Yunker consults with many of the world's leading multinational companies, providing Web globalization training and benchmarking services. One-third of the Fortune 100 companies are current or past Byte Level clients.

Since 2000, he has authored a number of landmark reports on Web globalization, including *The Art of the Global Gateway* and *The Web Globalization Report Card*, now in its 5th edition.

In 2002, John authored the first book devoted to Web globalization, *Beyond Borders: Web Globalization Strategies*. Widely acclaimed, the book is now used in a number of university and corporate training programs.

John authors the *Global by Design* blog at www.globalbydesign.com and is a 2008 Fellow of The Society for New Communications Research (www.sncr.org). John has a bachelor's degree from the University of Missouri School of Journalism and an MS from Boston University.