

EMAIL INDUSTRIES



LoriBeth Blair Chief Strategy Officer

LB was a weird little kid who thought tests were toys, and not much has changed. LB has worked for a variety of different businesses, including restaurants, comic shops, and even a Firearms retailer before finding her way into the email ecosystem. LB's academic background in IT audit, information security, and computer forensics has lent itself well to email deliverability and root cause analysis. At Email Industries, LB has helped to grow the world's best deliverability team and their data-driven approach to solving email reputation and infrastructure issues and ensuring they stay solved.

Fun fact: LB speaks Spanish fluently and dropped out of chef school to work in IT.

INBOX TO IMPACT: SHAPING THE FUTURE OF EMAIL DELIVERABILITY

As the conversation with LoriBeth Blair, Chief Strategy Officer at Email Industries, unfolded, it became clear why LoriBeth is regarded as an innovator in email deliverability and known to colleagues and friends as LB. The combination of innovative technology and strategic leadership continues to push the boundaries of what's possible in the email ecosystem. LB's deep expertise in email infrastructure, paired with a pioneering use of automation and AI, has set new industry standards. The ability to make email deliverability more reliable, precise, and effective makes LB a standout in the field.

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LB has collaborated with some of the world's most recognized brands and platforms. The work history includes roles at IBM's Watson Campaign Automation, focusing on improving marketing automation systems; ClickDimensions, leading initiatives to enhance email marketing features for Microsoft Dynamics CRM users; and various email intelligence platforms. LB has handled email infrastructure for high-profile clients, including major brands like Domino's and DisneyPlus and a 2016 U.S. presidential campaign. In each role, LB brings technical expertise and strategic vision, helping organizations navigate the complexities of email deliverability while optimizing communication systems.

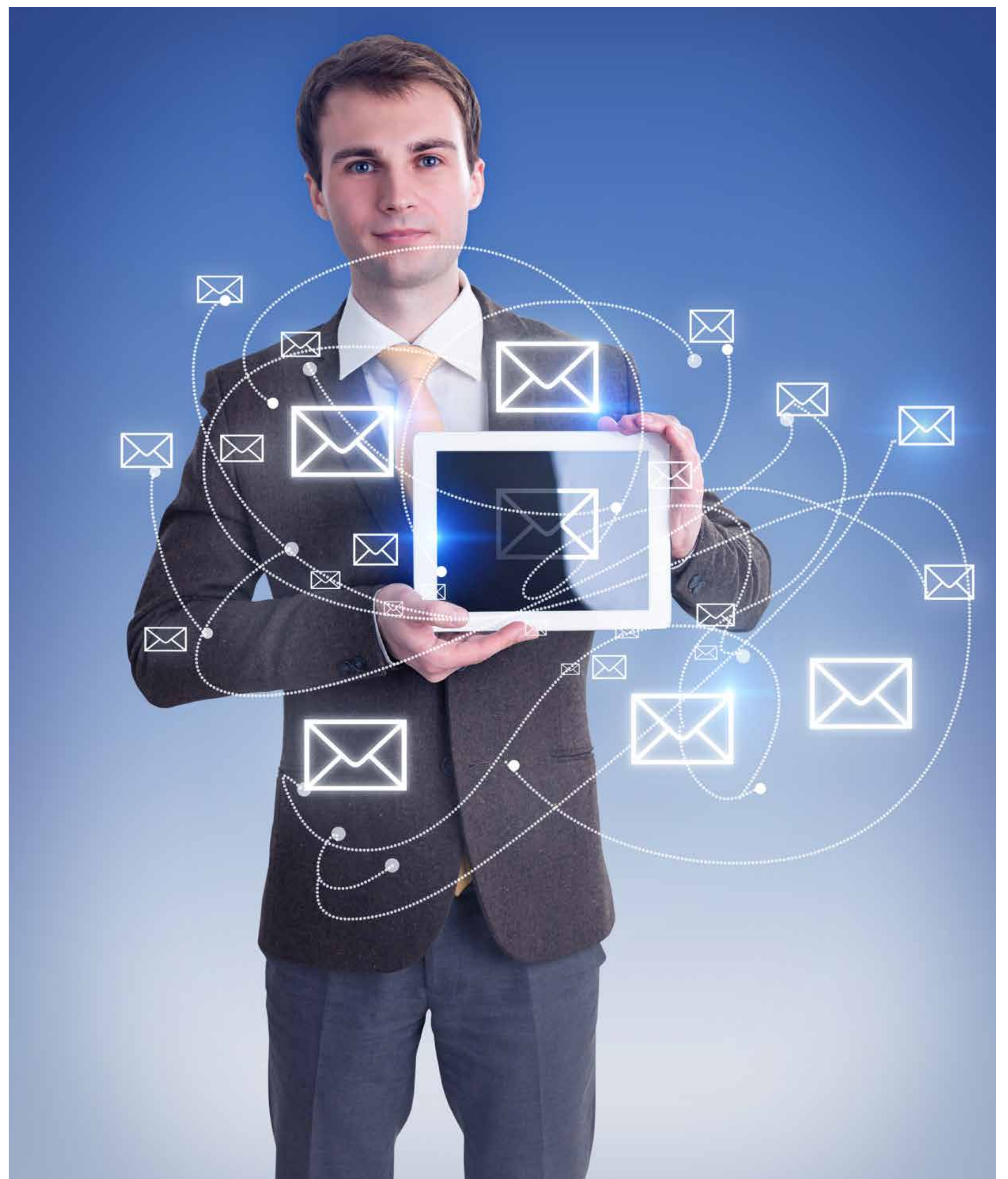
As a frequent speaker at email industry conferences, LB is highly regarded for providing actionable insights to marketers and technical teams, helping enhance overall email performance and inbox placement. LB's thought leadership has guided organizations looking to optimize email infrastructure and improve results in a constantly evolving digital landscape.

At Email Industries, LB's leadership focuses on advancing the company's strategic goals and pushing innovation within the email deliverability space. The relentless pursuit of excellence has earned LB a reputation as one of the most respected figures in the email industry. By blending technical expertise with visionary leadership, LB continues to shape the future of email marketing, making it a more powerful and effective communication tool for businesses of all sizes.

FROM RURAL ROOTS TO TECH TRIUMPH: LB'S JOURNEY

LB's journey reflects perseverance, innovation, and a relentless thirst for knowledge. Raised in the mountains of North Georgia, LB's beginnings were far from the tech world. Growing up without health insurance and struggling to get reliable internet in a remote area, LB faced challenges that shaped a determined mindset. As a high school senior, I found the available internet connection to be slow at 28.8 Kbps—vastly different from today's connectivity.

Despite these humble beginnings, LB remained undeterred. Through hard work in school, higher education pursuits, and exploring various fields, LB ultimately found a true calling in email infrastructure and deliverability. "Options were limited growing up," LB reflects. "So the mindset was to create new opportunities." This approach led to survival and success in the competitive tech industry.



LB's journey exemplifies an ability to evolve and continuously seek new opportunities. Over time, my passion for email technology became a driving force, leading to expertise in a field with enormous potential. Today, LB is a recognized leader in email deliverability, helping brands optimize email strategies and ensure messages reach their intended audiences.

MASTERING COMPLEX EMAIL ECOSYSTEMS: LB BLAIR'S VISIONARY APPROACH

Managing email infrastructure for large-scale senders, particularly Fortune 100 companies, is a balancing act. Even a minor misstep can send thousands of emails into spam folders or leave them undelivered. These vast systems include everything from transactional emails to marketing campaigns, each requiring flawless execution to ensure they reach recipients. LB Blair, a leader in email deliverability, understands the high stakes. "The infrastructure is massive, and there's little room for error," LB notes.

Each touchpoint—a purchase confirmation or a customer support update—has different requirements. LB emphasizes the importance of data integrity and a "central source of truth" to ensure consistency across the system. "I've worked with many clients where there wasn't a central source of truth for their data," LB says. Fragmented systems can result in inconsistent inbox placement, causing critical communications to miss their mark. This is especially problematic for organizations operating on a massive scale, where a single error can result in lost revenue and diminished customer trust.

LB's approach begins with documenting every email intake point and understanding how data flows through the system. This ensures smoother operations and faster troubleshooting when issues arise. Moreover, LB advises that email infrastructure requires constant monitoring and fine-tuning to adapt to growing business demands and evolving technology. Automated systems now handle much of this work, reducing human error and freeing businesses to focus on strategic goals, like improving customer engagement and driving revenue. "Automation allows businesses to pivot and adjust their strategies quickly," LB adds.

DOMAIN AND IP WARMING: AUTOMATING FOR PRECISION AND SUCCESS

In large-scale email marketing, domain and IP warming is essential for building a positive reputation with ISPs and ensuring emails reach inboxes. LB Blair emphasizes, "Warming up an IP manually is error-prone and inefficient. Automated systems can do this with precision."

Businesses expanding their email operations risk damaging their sender reputation if they increase volume too quickly while sending too few emails, which can delay the process.

LB's team at Email Industries developed algorithms that automate the IP warming process. Based on ISP feedback, these systems adjust

email volume in real-time, ensuring businesses build trust without overwhelming servers. "Automation ensures consistency and efficiency," LB explains, enabling companies to focus on strategic tasks like content creation and audience segmentation

As email becomes more central to business communication, automating domain and IP warming isn't just a convenience; it's a necessity. LB adds, "In a future where businesses rely on precision marketing, automation will be the tool that ensures deliverability and engagement."

THE FUTURE OF EMAIL: EVOLUTION, NOT EXTINCTION

As the digital landscape continues to evolve, many have questioned the long-term relevance of email. However, LB passionately believes that email will remain a cornerstone of communication for years and sees its role expanding as new technologies emerge, though how email is used may evolve.



"I don't think email is going anywhere," LB states confidently. "It has too much inertia — both on the user and business sides. It's still the hub of our digital identity, and that won't change anytime soon."

LB points out that email's adaptability is one of its greatest strengths. "Email has been around for decades, but it has evolved. Think about it: we've seen social media, messaging apps, and countless other platforms come and go, but email remains. The reason? It's flexible, reliable, and cheap to send. Whether you're a Fortune 100 company sending billions of emails monthly or a small business reaching a few hundred C-level executives, email works for everyone."

LB highlights that email's unique role in linking digital identities across platforms makes it irreplaceable. "Whether it's logging into apps, resetting passwords, or managing transactions, email is still the glue that holds our digital lives together. On both iOS and

Android, your mobile profile is tied to your email address. That's a huge testament to email's central role in our daily lives."

A HUB OF DIGITAL IDENTITY: WHY EMAIL IS MORE IMPORTANT THAN EVER FOR YOUR BUSINESS

Email is critical in digital identity management as a gateway to online interactions. "Email is deeply tied to our digital identities," LB Blair explains. Email is the primary verification tool whenever a user logs into an app, manages a subscription, or resets a password.

In a world where data breaches and identity fraud are becoming more common, businesses must ensure their email systems are optimized for security. Features like two-factor authentication (2FA) are crucial to safeguarding user identities. "With more data breaches and identity fraud, email will continue to be essential for security processes," LB explains.



Businesses that fail to prioritize email as a central element in their identity management strategy risk losing customer trust. LB advises companies to adopt email authentication protocols such as DMARC, SPF, and DKIM to reduce the chances of phishing and spoofing attacks. As email continues to anchor digital identity management, integrating it with emerging technologies like biometric authentication and blockchain will take security to the next level.

EMAIL IN THE MOBILE-FIRST WORLD

Mobile devices have reshaped how users interact with digital platforms, and email is no exception. LB Blair emphasizes, "The younger generation is very

mobile-first," noting that despite the rise of messaging apps and social media, email remains essential for crucial functions like account registration and service management.

Email's versatility is one of its core strengths, with LB explaining that "Email works seamlessly across all devices—mobile, desktop, and everything in between." As mobile usage continues to rise, businesses must prioritize mobile-first email design. This includes responsive design techniques that ensure legibility and accessibility across smaller screens. According to LB, mobile email open rates have surpassed desktop rates, forcing organizations to rethink their strategies.

Looking forward, LB anticipates integrating emerging technologies like augmented reality (AR) and voice assistants with email. These innovations could make emails more interactive and personal, driving higher engagement. Additionally, wearable technology such as smartwatches is changing how users consume email, pushing marketers to convey value with brevity.

WHAT COULD EMERGE ALONGSIDE EMAIL?

While email remains central to digital communication, LB Blair acknowledges that other forms of communication will rise alongside it. "We'll see other forms of communication grow, particularly in areas like voice and AR, but email will still serve as the backbone of digital communication," LB explains.

Voice assistants, AR, and instant messaging platforms like Slack and WhatsApp may complement email but lack scalability and formal structure. LB envisions a future where email integrates seamlessly with other communication channels, acting as a hub through which different platforms converge. "Email won't operate in isolation; it will serve as a critical hub," LB says, enabling businesses to create omnichannel customer journeys.

As AI advances, email will become more personalized, adapting in real-time based on user interactions across other platforms. LB predicts, "Email will remain the foundation of digital communication, no matter what new platforms emerge." Email's adaptability ensures its continued relevance, helping businesses maintain engagement in a rapidly changing technological landscape.



SHAPING THE FUTURE OF EMAIL THROUGH LEADERSHIP AND EXPERTISE

LB Blair's success is rooted in technical expertise and a leadership style that emphasizes strategic foresight and a commitment to driving progress within the industry. Throughout LB's career, collaboration with industry leaders has been vital in developing a deep understanding of email's technical and strategic sides. A key influence in LB's career has been Scott Hardigree, founder of Email Industries, whose guidance left a lasting impact. "Scott taught me the importance of thinking strategically while staying grounded in

the technical realities of email," LB reflects, highlighting the need to balance visionary thinking with practical application.

Beyond Scott's influence, LB has also drawn inspiration from other leading experts in the field, such as Al Iverson, whose work in email deliverability LB admires. "Al Iverson is someone who knows his stuff when it comes to email deliverability," LB remarks, noting that Iverson's dedication to best practices and extensive industry knowledge exemplifies the level of expertise LB strives to emulate. Surrounding themselves with top-tier professionals and continuously learning from those at the forefront of the email ecosystem has been vital to LB's approach.

LB is channeling this expertise into guiding the next generation of email professionals, fostering an environment of curiosity and collaboration. LB's leadership philosophy revolves around continuous learning and encouraging innovation. What advice does LB offer to emerging leaders? "Don't be afraid to ask questions; always keep learning." This mindset, focused on growth and pushing boundaries, not only shapes LB's leadership approach but also drives the forward momentum that is helping redefine the future of the email industry.

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LEADING THE EMAIL REVOLUTION

As the email landscape continues to evolve, one thing is sure—LB Blair is helping shape its future with a blend of innovation, expertise, and a forward-thinking leadership style. Whether it's mastering the complexities of email infrastructure, embracing automation, or driving the next generation of email leaders, LB's insights are paving the way for a more dynamic and secure digital communication world.

In an era where inboxes are more crowded than ever, LB's vision for email is simple yet profound: keep learning, keep innovating, and never stop asking questions. So, the next time you hit "send," remember—behind every email success story is a leader like LB, ensuring it lands where it needs to.

Because, in the world of email, it's not just about hitting send. It's about where that email takes you. The future of email isn't just in your inbox—it's in the hands of those who dare to imagine what's next.

