

Speaker Biographies

Nick Bilton is a technology reporter and the lead writer for the *Bits* blog. He writes on a range of technology topics, including the future of technology and the social impact of the Web on our culture and media. He has been with *The New York Times* since 2003, both as a design editor in the newsroom and a researcher in the research and development labs. Prior to joining *The Times*, he worked in the film and advertising industries and helped design the first Britney Spears doll.

In addition to *The Times*, Bilton's work has appeared in *Wired*, *Engadget*, *Scientific America*, *CNet*, *O'Reilly Radar* and *AlleyInsider*. He is currently writing a book titled "I Live in the Future: & Here's How It Works" (Random House; June, 2010). He is also an adjunct professor at New York University in the Interactive Telecommunications Program.

Joe Ciarallo is editor of PRNewser and manager of PR initiatives for mediabistro.com, where he oversees PR related events, classes and Webcasts for the site. In his career as a communications professional, Ciarallo has worked with consumer, tech, nonprofit and entertainment clients from Fortune 500 companies to startups. Prior to joining WebMediaBrands, Joe worked at the Horn Group, a digital communications agency in downtown Manhattan. His writing and photography has appeared in *PRWeek*, *PR News*, *Folio*, *DVDFanatic.com*, *LiveMusicBlog.com* and *JamBands.com*. Ciarallo is often called upon to speak at industry events such as the PRSA T3 Conference and PR News Digital PR Next Practices conference. He is a graduate from the School of Media Arts & Design at James Madison University.

Sarah Evans — A public relations and new media consultant, Sarah has worked extensively in the non-for-profit, higher education and healthcare sectors, focusing on media relations, message management, coalition building, deployment strategies and organizational change. But it's her personal mission — to engage and employ the use of emerging technologies in all communication — that connects her with a rapidly growing base of more than 26,000 people.

A self-described "social media freak," Sarah initiated and moderates [#journchat](#), the top-trending weekly live chat between PR professionals, journalists and bloggers on the microblogging platform, [Twitter](#). She is a guest writer for [Mashable](#), one of the most popular social media blogs in the world, runs her own blog [PRsarahevans.com](#) and is a partner on [namechk](#), a web tool used to identify and secure brand names across multiple social media platforms. She most recently worked with a local crisis center to raise more than \$160,000 in three weeks with the help of social media. A graduate of Millikin University in Decatur, Ill., she is a life-long St. Louis Cardinals fan living in Chicago.

Sandra Fathi has spent the past 15 years helping technology companies achieve their communications goals. A celebrated speaker and active contributor to PR industry publications, Sandra's genius is turning emerging communications tools into practical, useful strategies for clients with tangible ROI.

Prior to founding Affect Strategies in 2002, Sandra led corporate communications and investor relations for RADVISION, a provider of video conferencing infrastructure products. Earlier in her career, she was on the technology team at Edelman Public Relations Worldwide, where she specialized in the networking, telecommunications, computer hardware, software and Internet business verticals. While at Edelman, some of Sandra's clients included Ericsson, EDS and Microsoft.

Sandra joined Edelman from Nokia, where she led marketing teams in the company's multimedia display products division. She also provided consulting services for Nortel on marketing the company's first VoIP product line and oversaw global marketing efforts for VCON, a video conferencing company. She began her career as a reporter at People & Computers, the Israeli affiliate of IDG and Ziff-Davis, and was instrumental in bringing the Internet World conference to Israel.

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Sandra is the past chair of PRSA's Technology Section and the New Media and Technology Committee Chair for PRSA NY. Her commentary has appeared in PR Week, Marketing Profs, Bulldog Reporter and DM News, and she speaks frequently at industry events. A New York native, Sandra attended New York University and graduated from Hebrew University of Jerusalem with a degree in International Relations.

Justin Levy is director of business development, corporate strategy and client services at [New Marketing Labs](#), a new media marketing agency as well home to the [Inbound Marketing Summit](#), [New Marketing Experience](#) events and a host of other educational events. In this role Justin helps businesses navigate the unknown seas of new media marketing including how to use social media tools, blogs, community platforms, and listening tools to drive business value.

When not busy with New Marketing Labs, Justin is partner and general manager of [Caminito Argentinean Steakhouse](#), located in Northampton, Mass. To learn more about Caminito Argentinean Steakhouse, please visit our [About](#) section. To share his food expertise, Justin also blogs at [Prime Cuts](#) where he teaches his readers kitchen techniques, how to cook, how to grill and shares innovative recipes. Justin regularly speaks to groups and at events about his successes in driving revenue using new media with his steakhouse. You can find Justin at many different social media, marketing and tech events, conferences and meetups. If you're interested in having Justin speak at your next event, please check out his [Speaking](#) page. Justin is the author of "[Facebook Marketing: Designing Your Next Marketing Campaign](#)."

Jacob Morgan is widely regarded as a thought leader and community leader in social business. A key to his success is his strategic vision for both the industry and client projects. Jacob spends a good amount of time experimenting, researching, and developing ideas and concepts around social business.

Jacob co-founded [Chess Media Group](#) with the goal of helping companies understand the business value of employee, partner, and customer collaboration (Enterprise 2.0 and Social CRM). Chess Media Group is a social business consultancy that is focused on three key practice areas for mid and enterprise size clients: Social CRM, Enterprise 2.0, and Social Media. Jacob leads social business strategy at Chess Media Group and provides the vision for how companies can achieve the greatest business value from their social business initiatives. Jacob also develops partnerships, business opportunities, and focuses on long term growth and strategy for Chess Media Group.

Jacob's book, "[Twittfaced – Your Toolkit for Understanding and Maximizing Social Media](#)" was published in September 2009. Entirely co-authored through online collaboration, the story of how his book came to fruition demonstrates the power of social media and how online communities and collaboration can yield business successes.

Jacob's blog is ranked among the top 100 most influential marketing blogs in the world by AdAge, he has contributed to Marketing Profs, and is syndicated by outlets such as: *The Social Customer*, *Social Media Today*, *Cloud Ave*, *Forecasting Clouds*, *Customer Think*, *The Customer Collective*, *Social Business One* and others. Jacob is frequently asked to comment on social business by major news outlets and has been featured or interviewed by the *Wall Street Journal*, *USA Today*, *Inc. Magazine*, KRON 4 (NBC's San Francisco station), Read Write Web, LCI France (a national TV news network), Search CRM, Edelman Digital, and Zdnet. Jacob has also been recognized as one of the most influential [Enterprise 2.0 bloggers](#) by Cloud Ave.

Previously Jacob ran another social media startup, an SEO consultancy, and worked for an online marketing agency. Jacob has worked with brands such as Adobe, Conde Nast, New Horizons Computer Learning Centers, Salesforce, Sandisk, The U.S. Department of State, and Coremetrics.

Jacob is passionate about travel, people, ideas, and chess (hence the name of the company). Today he maintains a busy schedule of [speaking](#) and [consulting](#) on the topic of social business. If you are a fellow traveler you can find

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out more about his travels and experiences by visiting the [travel section of this blog](#). If you're looking a speaker for your next event then please visit [Jacob's speaking page](#)

Frederick Mwangaguhunga was born in Washington, D.C. to Ugandan parents. He received his M.B.A. and J.D. from Columbia University and got his first taste of the internet's financial potential working for an online telecommunications company while still in school. Putting both of his graduate degrees to use, Mwangaguhunga worked as a corporate tax attorney for Cleary, Gottlieb, Steen & Hamilton from 2001 to 2004 before creating The Laundry Spa, an online laundry service he later sold. Marketing and promoting that business with limited dollars, Mwangaguhunga turned to blogs.

Convinced that the Internet would continue as a viable business option, the serial entrepreneur explored the blog business. Originally conceived as a general interest site, MediaTakeOut.com switched gears after noticing a tremendous spike in numbers for the site's urban entertainment coverage. Mainstream outlets left a void by not covering many black celebrities who were of interest, and MediaTakeOut.com capitalized on that. According to mid-January 2010 numbers from Website Shadow, which measures digital traffic and calculates value, MediaTakeOut.com was worth \$2.8 million, generating almost 6 million daily page views and over 270,000 unique daily visitors.

The site also boasts over 650,000 registered users, many of whom regularly share their opinions. Not everyone is sold on the tabloid-styled web site. Online petitions to remove it as well as criticisms and accusations of misinformation from celebrities and publicists are not uncommon. Gossip, however, is going nowhere and neither is MediaTakeOut.com. Eyeing the success of TMZ.com, MediaTakeOut.com is prepared to ride this 21st century business model well into the future.

Adam Ostrow is a new media entrepreneur, consultant, and commentator. As editor-in-chief at Mashable, Adam is responsible for the editorial management and direction of one of the most widely read blogs in the world, covering the latest technologies, trends, and individuals that are driving the current evolution of the Web. Adam is a graduate of The University of Maryland, from which he holds a B.A. in Journalism and was awarded Most Outstanding Senior in the school's prestigious Hinman CEOs program. Adam has been frequently quoted by mainstream media, including mentions in *The New York Times*, *BusinessWeek*, *USA Today*, *The Washington Post*, CNN, and MSNBC.

Christine Perkett founded PerkettPR on the heels of a diversified career in corporate and agency public relations in both the high technology and non-profit arenas. She holds specialized expertise in social media relations, business and high-technology media and the promotion of early stage, venture-backed companies. She has extensive experience in public relations and branding, new media strategies, issues management, marketing communications, community relations, promotional writing and events.

Christine is the day-to-day contact for chief executive officers, chief operating officers and a host of other senior executives charged with managing their business operations, and has served as lead communications counsel to numerous blue chip firms in a wide range of markets including software, hardware, Internet start-up, consumer, healthcare and non-profit. She oversees strategic planning and day-to-day tactical execution of communications programs for a variety of international clients, as well as overall business operations of the firm including new business, staff management and company vision and growth. Christine has managed communications during various mergers and acquisitions for clients such as Salesnet/RightNow, Unisphere Networks/Juniper Networks, Intranets.com/WebEx and more, and directs a wide range of focused communications and investor relations initiatives that produce desired results for PerkettPR's varied clients.

Christine serves on the Board as a vice president for [Boston's Business Marketing Association](#) and sits on the Board of Directors for the [Norwell Visiting Nurses Association](#) in Norwell, Mass. In addition to running her company blog (www.perkettpruasion.com) and two personal blogs (one that follows her marathon training with

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her husband for the Dublin Marathon in October 2008), she is also a Blogger for WomenForHire.com (run by Tory Johnson, the Workplace Contributor on ABC's Good Morning America) and has been a guest-blogger for PRWeek and WhenWomenWork.com. She is also a published author in "Inside the Minds: Public Relations Best Practices" by Aspatore Books and was profiled in "Entrepreneurial Small Business" by McGraw Hill (January 2008).

Christine's leadership has been recognized through various industry accolades including The 2008 Stevie Award for "Best Communications, Investor Relations, or PR Executive" from the American Business Awards, "Best Entrepreneur - Service Businesses" from the Stevie Awards for Women Entrepreneurs and "Best Public Relations Agencies to Work For," from the HolmesReport, a top PR trade journal. In addition, she has served as a judge for AdWeek Magazines' Technology Marketing ICON Awards and the New England Publicity Club Bell Ringer Awards, and has served as Co-Program Chair of the Boston chapter of Women in Technology International (WITI). She has been featured as a leader in public relations and business in numerous publications such as the ABC's "Good Morning America," *Boston Business Journal*, *Entrepreneur*, *Incentive Magazine*, *Mass High Tech*, *PR Week*, *PR News*, *Women's Business* and *WorkinPR.com*.

Prior to establishing her own company, Christine spent several years as a strategic executive with one of the East Coast's largest independent high tech communications firms. Additionally, she directed communications efforts as PR Manager for Sierra On-Line, one of the original developers of PC games and the largest worldwide publisher of interactive entertainment and educational software. She has also held positions at Big Rapids Downtown Business Association and the Van Andel Museum Center, both located in Michigan, and has experience in the non-profit realm through her volunteer work with Boston's Art of Living Organization, the Humanities Council of West Central Michigan, Project Starburst and the Church World Service's CROP Walk.

Christine holds a B.S. in Business with a concentration in Public Relations from Ferris State University in Big Rapids, Mich.

Sara Polsky is a writer living in New York. She blogs for [Curbed](#), and her articles and essays have appeared in *The Christian Science Monitor*, *The Forward*, *Poets & Writers*, and other publications. Her fiction has appeared in *Fictitious Force* and *Behind the Wainscot*.

Sara received her B.A. from Harvard, where she studied medieval history and literature. She received an MLitt in medieval history from the University of St. Andrews.

Ed Schipul, CEO of Schipul - The Web Marketing Company (www.schipul.com), is an entrepreneur and Internet veteran who enjoys keeping up with online conversations. His company developed the Tendenci software (www.tendenci.com) which powers more than 400 web sites and over 500,000 interactive users worldwide. Schipul blogs at www.eschipul.com, reads extensively and has more than 20 years experience in marketing and software programming.

Harjiv Singh is the co-founder & CEO, International of Gutenberg Communications, a global strategic communications firm, which was launched in 2004. Since founding the company, Harjiv has led the company's rapid international expansion from its headquarters in New York to offices in London, New Delhi, Mumbai, Bangalore and Hyderabad. As a trusted senior advisor, he provides public relations and investor relations counsel to some of the world's leading brands.

A serial entrepreneur, he has over 15 years of experience in the communications, technology, financial services and real estate industries. Prior to launching Gutenberg Communications, Harjiv worked at Edelman's corporate affairs practice advising clients like GE, HSBC, Gemplus and UK Trade & Investment (UKTI). Prior to this he co-founded MDoffices.com, a New York based wireless software company in the healthcare industry. He has also

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worked at Priceline.com in Strategic Planning, as an analyst at the New York City hedge fund Adam Smith & Company, and as director of a real estate development company in India.

Harjiv began his career as a financial analyst in GE Capital's Financial Management Program. He also served as a campaign advisor to a former Indian cabinet minister and parliamentarian. In 2001, he worked on Michael Bloomberg's successful mayoral campaign in New York City.

Harjiv frequently speaks and writes on a range of public relations issues, including the impact of globalization on the communications industry. He is guest faculty at DukeCE, Duke University's corporate education arm. Additionally, he serves on the board of the United Nations Association of New York and is a trustee of The Loomba Foundation, a UK based charity supporting the cause of widows in South Asia and Africa. He is also a charter member and on the Executive Board of The Indus Entrepreneurs' (TiE) New York chapter. In 2007, Harjiv was awarded the PR Professional of the Year, Asia Pacific runner up award.

Harjiv earned his master's degree in International Affairs in Economic Policy Management from Columbia University's School of International and Public Affairs. He also has an MBA in Marketing and a bachelor's degree in finance from the New York Institute of Technology. He is fluent in English, Hindi, Punjabi, Urdu and has basic fluency in German.