



## Web 2.0 Thought Leadership

Christopher Rollyson is a recognized expert and consultant on Web 2.0 and social media:

- Since 2006, he has spoken on the relevance of Web 2.0 and Social Media to the enterprise at numerous conferences and professional groups, appearing alongside IBM, Deutsche Telekom, Motorola, GM, GE, Google, LinkedIn, Visible Path, Twitter and others
- Clients of his seminars, *The Executive's Guide to LinkedIn*, hail from global firms
- His executive blog, *The Global Human Capital Journal*, was selected by IBM to help break the story on IBM's new Enterprise Adaptability Practice in 2008
- One of his blogs, *The Executive's Guide to LinkedIn Weblog*, is currently rated #4 in authority worldwide by Technorati

### **Select Speaking Engagements**

**Using Social Networking for Enterprise Process Innovation**, Social Networking Conference, San Francisco, USA

**Introduction to the Social Network Roadmap & How It Can Drive Demand for Social & Web 2.0 Services**, SocialDevCamp, Chicago, USA

**Web 2.0 and Enterprise 2.0 in Capital Markets**, New York City, USA

**Web 2.0, social networking, blogs, podcasts, email..** Choosing the right solutions for YOUR organization, Technology Councils North America Summer Leadership Conference, Chicago, USA

**Leveraging a Web 2.0 Ecosystem to Grow Your Business**, Association of Mergers & Acquisitions Advisors Summer Conference, Chicago, USA

**Changing the Game with Social Networking and Web 2.0**, Chicago American Marketing Association, Chicago, USA

**The Executive's Guide to LinkedIn**, University of Chicago Graduate School of Business, Gleacher Center, Chicago, USA

**LinkedIn: Double Breakthrough for Executives**, The Institute of Management Consultants, Rosemont, IL, USA

**Web 2.0 Means Marketing 2.0: Golden Opportunity for CMOs**, Marketing Executives Networking Group (MENG), Chicago USA

**Using LinkedIn to Build Your Business, CEO Forum 2008**, The Alternative Board, Rosemont, Illinois, USA

**Enterprise Adoption of Social Media: Examples and Approach**, American Marketing Association Kickoff, Chicago, USA

### **Select Feedback**

*It's rare to find a speaker/facilitator who not only listens, but comes prepared with examples to move an audience to a new level of understanding of a topic. Thanks for providing the clear direction on Web 2.0 strategies. Please consider me a strong reference for any other speaker/facilitation topics."*

**Mary Conley Eggert, Director of Business Development, Tech Image**

*On behalf of more than 200 professionals attending our recent conference, we want to go on record as being extremely pleased with Chris. His ability as a conference speaker is exceptional covering a complex emerging topic like Web 2.0 with great effectiveness. I am very happy to recommend him to any professional organization considering his strong passion, dedication and vision on this very important topic."*

**Michael Nall, CPA, CM&AA, Founder, Alliance of M&A Advisors**

*"I have known Chris for about six months, but we have been working together intensively, and I can highly recommend him as a business partner and mentor. Chris advises executives and business leaders in how to leverage Web 2.0, and social networks to their highest levels. His expertise and knowledge are superior, his content at the seminars is superb. He has a strong intellectual and intuitive understanding of business dynamics and how the web, interactive marketing and social networks intersect."*

**Robert Lambert, Partner, Samurai Business Group LLC**

Complete list: <http://tinyurl.com/3m6cw5>

More: <http://www.linkedin.com/in/csrollyson>

[Bio & Qualls](#) | [The Global Human Capital Journal](#) | [The Executive's Guide to LinkedIn Blog](#)