



Peter Hirshberg

Chairman, Technorati; Marketing Innovator and Serial Entrepreneur

TOPIC: Marketing and Sales;

SUBTOPICS: Technology/Media; Innovation

BIG IDEAS:

Enterprise 2.0: Social Media Meets the Corporation

Companies are beginning to make sense of social media, new web-based communications and coordinating tools like wiki's, blogs, YouTube and Twitter. In the process, they are transforming the way enterprises work. And it's going to be the biggest shift since the inception of the corporation.

Peter Hirshberg demystifies what it means to be an 'engaged' organization and offer strategies to create an ecosystem where partners, employees, and even customers utilize their services and assets to help the company grow without deploying more dollars and people. He shows some of the innovations in social networking pioneered by the likes of Best Buy, Procter & Gamble, Microsoft and Estee Lauder. By enriching the social fabric that brings people closer together, these social tools facilitate innovation and ideation, accelerate new products and service formation, streamline business processes, and create a stronger, engaged community.

Peter tackles the most important challenges of moving to an Enterprise 2.0 company:

- How do you overcome barriers to adoption?
- How do you bring these strategies to scale?
- How do you measure results?
- How do you get leadership buy-in?
- What happens to middle management?
- How can you leverage the skills and savvy of your young employees?

This talk inspires hope for management in tough times and

BIOGRAPHY

Peter Hirshberg is at the epicenter of the noisy, connected world of online conversation. He is changing our thinking about marketing, branding and customer relationships. A Silicon Valley executive with several high profile marketing and branding related ventures, Peter has led emerging media and technology companies at the center of disruptive change for more than 20 years. He is chairman of the executive committee of Technorati, the leading aggregator of user generated content in the world, tracking over 100 million Weblogs and 70,000 posts per hour. He is also co-founder and chairman of The Conversation Group, a fast growing agency helping brands with strategy and marketing in a world of empowered and connected audiences and customers.

Previously Hirshberg served as president and CEO of Gloss.com, the online prestige beauty business co-owned by Estee Lauder Companies, Chanel and Clarins; he was Chairman of Interpacket Networks, the global leader in Internet-by-satellite

demonstrates how to build a more effective flat organization.

Rise of the Audience

Peter Hirshberg has a unique lens into what the rise of the audience means for the marketing, branding and entertainment industries. He speaks passionately about what people are paying attention to the web, how they are communicating with each other, and what it means for the future of marketing and technology. Using video, animation, computer visualizations, and humor, his unique presentation style is fast paced, insightful, and entertaining.

The Looking Glass World of Social Marketing

Peter Hirshberg takes you through the looking glass world of post-modern marketing and branding, illustrating how great brands work with their customers to come out on top. And often this requires turning classic marketing on its head: relinquishing the tight control of the brand; mashing up media marketing with new models of engagement; co-determining identity, customer experience, and product features. Making mistakes and fessing up. The inconceivable becomes what you do to thrive.

How the Computer Ambushed Television

How did a machine that was built for accounting and artillery end up driving the business models, philosophy, application, and power relationships of the entertainment business and advertising?

Peter Hirshberg takes a look at the 60 year uneasy relationship between television and computing—and between New York and Silicon Valley culture—offering insights about what media is going to look like in the future, and why the writers strike is home to many of those lessons.

Using original and historical clips from computing and television Peter examines examples of the clashes between the two cultures going back 50 years. He shares a look at why we are where we are and insights about what to do next as media explodes. .

(sold to American Tower in 2000), and was founder and CEO of Elemental Software (sold to Macromedia in 1999).

During a nine-year tenure at Apple Computer, Hirshberg headed Enterprise Marketing, where he grew Apple's large business and government revenue to \$1 billion annually and helped lead the company's entry into the online service arena. After leaving Apple, Hirshberg's new-media strategy firm served clients including America Online, Microsoft, NBC Television Network, Estee Lauder, Pacific Bell and Silicon Graphics.

Hirshberg is a founder of Goodmail Systems, a board member of ICTV, and serves on the advisory boards of start-ups Ideeli and Aniboom. He is a Trustee of The Computer History Museum and a Henry Crown Fellow of the Aspen Institute. Peter earned his bachelor's degree at Dartmouth College and his MBA at Wharton.