



Charlene Li

Expert on Social Media and Marketing;
Author of Best-Selling Book *Groundswell*

TOPIC: Marketing and Sales

SUBTOPICS: Technology/Media; Innovation;
Organization and People

BIG IDEAS:



Open Leadership: Transform the Way You Lead with Social Technologies

Talk with your customers. Listen to your employees. These are long-time, well tested truisms of business. But ask organizations to engage with people on Facebook or Twitter and a look of sheer terror crosses their faces. The long held concept of command-and-control leadership is being tested as organizations are experiencing the largest technological and sociological shift of our generation.

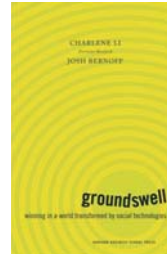
In her new book, *Open Leadership: How Social Technology Can Transform the Way You Lead* (May 2010), Charlene advises leaders how to feel in command in a world where they're no longer in control. For example, how open, how transparent, how authentic, and how real do you need to be? More importantly, how do you leverage and measure the impact of using social technologies in your organization?

Charlene lays out a new approach that today's leaders must adopt for competitive advantage. You'll learn:

- Why being open and in control is possible
- The characteristics, skills, and behaviors of today's "open" leaders
- Best practices in creating a coherent and effective social media strategy
- How to implement an "open" strategy

BIOGRAPHY

Charlene Li is an influential thought leader and guide on emerging technologies, with a specific focus on social technologies, interactive media, and marketing. The co-author of the business best-seller, *Groundswell: Winning In A World Transformed By Social Technologies*, Charlene is about to release her newest book, *Open Leadership: How Social Technology Can Transform the Way You Lead* (May 2010). *Open Leadership* will address the challenges facing leadership of the modern organization—given the dramatic adoption and impact social technologies have had on customer, partner, and employee relationships, how can companies not only manage but thrive in this new open, transparent, authentic world? Named "One of the Most Influential Women in Technology" by *Fast Company* magazine, Charlene is the founder of Altimeter Group which provides speaking and consulting services to organizations looking to understand and thrive in a new economy driven by social media tools and techniques. You can also read insights from Charlene on her blog, "The Altimeter."



Groundswell: Winning in a World Transformed by Social Technologies

Right now, your customers are writing about your products on blogs and recutting your commercials on YouTube. They're defining you on Wikipedia and ganging up on you in social networking sites like Facebook. These are all elements of a social phenomenon—the groundswell—that has created a permanent, long-lasting shift in the way the world works. Most companies see it as a threat.

In her book, *Groundswell*, Charlene Li reveals how to turn the force of customers connecting to your own advantage. Based on hard consumer data and experience with dozens of companies from Procter & Gamble to Ernst & Young to a tiny but wildly successful winery in South Africa, Charlene presents how to take advantage of communities, blogs, wikis, Facebook, and YouTube and turn this potential threat into opportunity.

Charlene is one of the most frequently-quoted industry analysts and has appeared on 60 Minutes, The McNeil NewsHour, ABC News, CNN, and CNBC. She is also frequently quoted by *The Wall Street Journal*, *The New York Times*, *USA Today*, *Reuters*, and *The Associated Press*. She is a much-sought after public speaker and has presented frequently at top technology conferences such as Web 2.0 Expo—where she now serves on their Advisory Board, SXSW, and adTech.

Most recently, Charlene was a Vice President and Principal Analyst at Forrester Research. She joined Forrester in 1999, after spending five years in online and newspaper publishing with the San Jose Mercury News and Community Newspaper Company.

She is a graduate of Harvard Business School and received a magna cum laude degree from Harvard College.