



Deborah Schultz

Social and Open Web Advocate

TOPIC: Marketing and Sales

SUBTOPICS: Technology/Media

BIOGRAPHY

Deborah Schultz is a Partner with Altimeter Group and leads its Innovation and Best Practices business focused on bringing together the ecosystem of emerging technologies including investors, start-ups, businesses, end users, service providers, and thought leaders for experimentation, active learning and real-world application. Most recently, she architected the Procter & Gamble Social Media Lab to study the impact of the social web on customer relationships and the business benefits of "open innovation." She continues as a member of P&G's Digital Advisory Board. Deborah is an internet industry veteran and early social and open web advocate focused on the adoption and impact of the social web on culture, society & business. She has worked with and advised startups, Fortune 50s and VC's on technology adoption.