



Randi Zuckerberg

Expert on Creative & Buzz Marketing, Politics, & Social Change



CSA CELEBRITY SPEAKERS

Randi Zuckerberg is the former Director of Market Development at Facebook. She helped to expand the Facebook family even further into the social networking stratosphere. Randi was definitely one of the brand's greatest spokespeople and helped spread the word and kept Facebook the premier social networking site. In 2011 Randi left Facebook and founded the new media company RtoZ Media, helping companies become more social. Named No. 45 on Hollywood Reporter's list of 'Digital Power Players,' Randi is no beneficiary of arbitrary nepotism; she has brokered content deals with ABC and Comcast, and understands the power of online social networking.

"One of the architects of Facebook, Randi Zuckerberg is an inspirational entrepreneur."

In detail

She has pioneered several large media partnerships focused on news and current events, such as the ABC News/Facebook Presidential Debates and the CNN/Facebook Inauguration Day Partnership. Randi previously worked at Forbes as part of the news show, Forbes on Fox and authored the book 'Spark Your Career in Advertising.' Randi has made appearances on CNN, Good Morning America, The Today Show, and World News to discuss Facebook's marketing and political initiatives. Most recently, she represented Facebook as a correspondent at the State of the Union and Michael Jackson Memorial live broadcasts.

What she offers you

Randi Zuckerberg offers current insights into how the internet, social networks, and social media are being used in government and democracy and what it means for both entrepreneurs and citizens.

How she presents

Randi Zuckerberg is a charming, highly professional speaker who gives straight up, savvy advice you can use now.

Topics

Marketing for Emerging Media
Facebook: Social Networking
Consumer Marketing
Creative and Buzz Marketing

Languages

She presents in English.

Want to know more?

Give us a call or send us an e-mail to find out exactly what she could bring to your event.

How to book her?

Simply phone, fax or e-mail us.

Publications

2007

Spark Your Career in Advertising