



## Dr. Matthew Fraser

Web 2.0 Strategist, New Media Expert, Co-author of 'Throwing Sheep in the Boardroom'



### CSA CELEBRITY SPEAKERS

Dr. Matthew Fraser is a recognized Web 2.0 strategist and new media expert who speaks insightfully about the impact of Facebook, Twitter, Google, YouTube on business, politics and society. He has long experience as a business journalist/author, academic and technology policy adviser. He was Editor-in-Chief of Canada's national daily newspaper, National Post, and co-hosted a prime-time national television show, Inside Media, on Canada's public all-news network, CBC Newsworld.

**"A recognized Web 2.0 strategy new media industries expert"**

#### In detail

Matthew Fraser is professor at American University of Paris, a lecturer at the Institut d'Etudes Politiques de Paris and a former Senior Fellow at INSEAD. He completed graduate studies at the London School of Economics, Oxford University, Université de Paris I (Panthéon-Sorbonne) and Institut d'Etudes Politiques de Paris, where he earned a doctorate in political science. He is the author of several books, including 'Weapons of Mass Distraction: Soft Power and American Empire' (2005) and 'Throwing Sheep in the Boardroom: How Online Social Networking Will Transform Your Life, Work and World' (2008).

#### What he offers you

Matthew Fraser offers compelling insights into how Web 2.0 social networks like Facebook and Twitter present both opportunities and challenges to business and government as the "millennial" generation enters the workforce. The implications of these powerful changes, extending far beyond marketing and political campaigning, are rapidly changing organizational dynamics in areas such as health care, human resources, knowledge management, and leadership models. Dr Fraser has written extensively and travels the globe speaking about these powerful trends and how they are reshaping the way we interact socially, behave in organizations, manage corporations, and organize the political systems that govern society.

#### How he presents

Matthew Fraser's presentations are both enlightening and inspiring in the clear message he conveys about how to make the most of the changing social and business trends.

#### Languages

He presents in English and French.

#### Want to know more?

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

#### How to book him?

Simply phone, fax or e-mail us.

#### Publications

##### 2008

Throwing Sheep in the Boardroom: How Online Social Networking Will Transform Your Life, Work and World (co-author)

##### 2005

Weapons of Mass Distraction: Soft Power and American Empire This book is about the linkages between culture and entertainment and global power.

#### Topics

- Web 2.0
- Enterprise 2.0
- Facebook Generation
- Online Social Networking
- Impact of Web 2.0 on Business and Government
- Cyber Politics