



Christopher S. Rollyson—Web 2.0 Pioneer

Christopher Rollyson is a recognized authority on enterprise social networks and Web 2.0:

- Since 2006, he has spoken on Enterprise Social Networking at numerous professional conferences and groups, appearing alongside IBM, GM, GE, Ford, jetBlue, Intel, Nokia, Dior, Experian, Allstate, Motorola, Google, LinkedIn, Visible Path, Twitter and many others
- He founded the Executive's Guide to Web 2.0, whose clients hail from global firms
- Three of his blogs, The Executive's Guide to LinkedIn, The Social Network Roadmap and The Global Human Capital Journal, are rated Top Ten in authority worldwide by Technorati
- He was selected by IBM to help break the story on IBM's new Enterprise Adaptability Practice in 2008; article selected for publication in university business strategy textbook
- Prominent roles at KPMG and PwC, educated at the University of Chicago and in Europe

Select Speaking Engagements

Enterprise Social Networking Innovation: Case Studies from Dior, Imperial College London & PricewaterhouseCoopers, London, UK

Managing Enterprise Social Networking Initiatives, The Social Networking Conference, Los Angeles, USA

LinkedIn for International Business, Swedish-American Chamber of Commerce, Chicago, USA

Web 2.0 and Enterprise 2.0 in Capital Markets, New York City, USA

Using Social Networking for Enterprise Process Innovation, Social Networking Conference, San Francisco, USA

Changing the Game with Social Networks and Web 2.0, Chicago American Marketing Association, Chicago, USA

How Social Networks Are Growing In Healthcare, The Social Networking Conference, Miami, USA

Leveraging a Web 2.0 Ecosystem to Grow Your Business, Association of Mergers & Acquisitions Advisors Summer Conference, Chicago, USA

LinkedIn: Double Breakthrough for Executives, CONFAB, the IMC Annual Conference, Reno, NV, USA

The Executive's Guide to LinkedIn, University of Chicago Graduate School of Business, Chicago, USA

Web 2.0 Means Marketing 2.0: Golden Opportunity for CMOs, Marketing Executives Networking Group (MENG), Chicago USA

Enterprise Adoption of Social Media: Examples and Approach, American Marketing Association Kickoff, Chicago, USA

Select Feedback

"Chris Rollyson is permanently on my "to call" list when it comes to social media and Web 2.0. When I was the CMO at the Chicago Transit Authority, I had Chris coach my teams on Web 2.0, and my staff's eyes were opened. They realized that social media could make it much easier for customers to use our transit system, how we could help customers help themselves, and how much more efficient it would be for us to mine our frontline employees' knowledge of what's really happening out there on the street."

Ken G. Kabira, Chief Marketing Officer (Fortune 500)

On behalf of more than 200 professionals attending our recent conference, we want to go on record as being extremely pleased with Chris. His ability as a conference speaker is exceptional covering a complex emerging topic like Web 2.0 with great effectiveness. I am very happy to recommend him to any professional organization considering his strong passion, dedication and vision on this very important topic."

Michael Nall, CPA, CM&AA, Founder, Alliance of M&A Advisors

It's rare to find a speaker/facilitator who not only listens, but comes prepared with examples to move an audience to a new level of understanding of a topic. Thanks for providing the clear direction on Web 2.0 strategies. Please consider me a strong reference for any other speaker/facilitation topics."

Mary Conley Eggert, Director of Business Development, Tech Image

Complete list: <http://tinyurl.com/csrspeak>

More feedback: <http://linkd.in/csrecomli2>

Full Bio & Quals • The Social Network Roadmap • The Executive's Guide to Web 2.0