Access to Experts

Cheryl Burgess , CEO and CMO , Blue Focus Marketing®

Cheryl Burgess, CEO and CMO of Blue Focus Marketing, co-author of The Social Employee – How Great Companies Make Social Media Work, to be published by McGraw-Hill, in summer 2013. Success Lessons from IBM, AT&T, Dell, Cisco, Southwest Airlines, Adobe, Acxiom and Domo. She is a social branding consultant with expertise in social business and social media. She is an expert blogger for AT&T Networking Exchange on social media. Proud to be an invited contributor to the Wharton FOA's Advertising 2020 Project. Active Member of the Wharton Advertising 2020 Contributor Community.

She was awarded Wharton Future of Advertising's MVP and praised as a "brilliant strategic thinker in the social media space." Huffington Post honored her as one of 40 global women "Passionistas" for her "great business expertise and timeless blog posts." Also, Huffington Post "Top 100 Business, Leadership and Technology Twitter Accounts You Must Follow." She was featured in Fast Company and Business Insider. Invited speaker on "Expanding Your Social Influence" at the AT&T Networking Leaders Academy Annual Conference. Burgess is ranked #16 in Forbes as as "25 Things Influential People Do Better Than Anyone Else". She is ranked #16 as an Influencer who senior marketers reach on Twitter.

She is a four-time winner of the Twitter Shorty Award in Marketing [The New York Times hails this as the Oscar of Twitter], named Top 75 Twitter Women, 2012 Top 100 Branding Experts on Twitter, and a 100 Top Marketer on Twitter. Cheryl is a syndicated blogger. She is the co-founder of #Nifty50 Top Twitter Women and #Nifty50 Top Twitter Men.

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