

Access to Experts



Lois Kelly
Partner
Beeline Labs

Lois Kelly, a partner in [Beeline Labs](#), consults, teaches and speaks about how to achieve business goals faster by humanizing business and adopting Web 2.0 social media strategies. Her clients include FedEx, Monster, Dunkin' Donuts, Intuit, Microsoft, Sapient, TJX and Sun Microsystems. Her book, *Beyond Buzz: The Next Generation of Word of Mouth Marketing* has been praised for helping people understand how to move from a "talk at" to a "talk with" world, and has been awarded numerous awards, including the 2008 gold prize in the Axiom/Inc Magazine business book awards and finalist in the 2008 Berry-American Marketing Association Book Awards. In the late 1980s Lois helped some of the most famous high tech companies go from geek squads to global business leaders. In the 1990s, she was a dot com pioneer, co-founding an interactive agency acquired by a major communications conglomerate. In the mid 2000's Lois shifted her attention to helping companies find value in word of mouth marketing and social media. Her personal mission statement is "Communications can change the world." She is a graduate of the University of New Hampshire and Harvard University. Lois is a sought after speaker on marketing, strategic communications and social media innovation, blending "how to" advice with inspiring people to see possibilities, face down their fears, and innovate. She blogs at [Bloghound](#), tweets under @LoisKelly, and shares her presentations at SlideShare: <http://www.slideshare.net/Foghound> Lois lives in Rhode Island with her husband and teenage son.

Contact Carol Courter, Manager, Corporate Communications, +1 212 339 0232, courter@conferenceboard.org

The Conference Board is a global, independent business membership and research association working in the public interest. Our mission is unique: to provide the world's leading organizations with the practical knowledge they need to improve their performance and better serve society. The Conference Board is a non-advocacy, not-for-profit entity holding 501 (c)(3) tax-exempt status in the United States of America.