

Access to Experts



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Paul Gillin is a speaker, writer and B2B content marketing strategist who specializes in social media. He specializes in helping organizations understand and use social media to build their brands and strengthen customer relationships.

Paul is the author of five books and more than 300 articles on the topic of social media and digital marketing. He was the social media columnist for B2B magazine for seven years and is currently a staff columnist at Biznology.com. He also writes regularly for the tech news site SiliconAngle.

Previously, Paul was a technology journalist for 23 years. He was founding editor-in-chief of B2B technology publisher TechTarget and editor-in-chief and executive editor of the technology weekly Computerworld.

He is a Senior Research Fellow and Director at the Society for New Communications Research and a member of the Procter & Gamble Digital Advisory Board. His website is gillin.com and he blogs at paulgillin.com and Newspaper Death Watch.

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