

## Access to Experts



**Barry Libert**  
Chairman and CEO  
OpenMatters

Barry Libert is the founder and chairman of OpenMatters, a strategic advisor and investor in organizations that are based on social, mobile and cloud technologies.

Mr. Libert has spent the last decade founding, investing in, and advising social software and analytics companies, including Mzinga (social software and analytics), Innocentive (open innovation), The Pulse Network (business and consumer video network), and MedNetworks (social analytics for healthcare). Together, these firms manage more than 15,000 on-line communities with nearly 50 million users for more than 350 public and private organizations. Mr. Libert has also advised the US Army, ESPN, Jet Blue, Us Against Alzheimer's, The National Down Syndrome Research Institute, Babson College and other leading organizations on their social, mobile and cloud initiatives.

Mr. Libert is the author of 5 books and 14 e-books on social and open business models, transparency and authentic leadership and governance. Previously, he held positions with McKinsey & Company, Arthur Andersen and the John Hancock. He has published articles in Newsweek, Barron's, The Wall Street Journal, and has appeared on CNN, CNBC, and NPR.

Mr. Libert received his BA from Tufts University and his MBA from Columbia University.

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