

## Access to Experts



**Mark Burgess**  
President  
Blue Focus Marketing®

Mark Burgess is President, Blue Focus Marketing, a strategic social branding firm that helps brands realize the benefits of social employee engagement, social media marketing, content marketing, and integrated marketing communications, and co-author of *The Social Employee* (McGraw-Hill, summer, 2013).

Mark's career spans B2B and B2C marketing, advertising and professional services consulting. Mark led the PwC Global Web team, at McCann, headed the L'Oreal and Sears accounts. Held senior digital and interactive marketing positions at AT&T.

Mark is an adjunct professor of marketing at Fairleigh Dickinson University and on the faculty for the Rutgers University Center for Management Development. He is an expert blogger for AT&T on digital and social media topics.

Mark's Blue Focus Marketing blog won the 2012 MarketingSherpa Reader's Choice award as "Best Social Media Marketing" blog. Mark authors and delivers marketing workshops on Content Marketing strategy for the American Marketing Association. SMM magazine's listing of Top Marketing Professors on Twitter ranks Mark in the top 1% in the world. Follow Mark on Twitter: @mnburgess.

Contact Carol Courter, Manager, Corporate Communications, +1 212 339 0232, [courter@conferenceboard.org](mailto:courter@conferenceboard.org)

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