

## Access to Experts



**Bob Pearson**  
President  
W2O Group

One of the true pioneers of social media marketing, Bob Pearson is globally recognized as a marketing visionary who is driving “pragmatic disruption” in the new world of what is now called “Social Commerce.”

Bob is President of W2O Group, an independent network of digital communications and marketing companies known for their creation of algorithms and custom software that evolves current models and creates unique advantage for their clients. The firm was recently named digital agency and specialist agency of the year by The Holmes Report. Clients range from P&G to Intel to Red Bull.

An author, frequent speaker and blogger on social media, as well as an instructor for Rutgers center for management development and the Syracuse Center for Social Commerce, his thoughts can be found at the Common Sense blog at [www.wcgworld.com](http://www.wcgworld.com). Bob’s thinking has been featured in numerous books and case studies on how to effectively utilize social media in business, including the new book, Strategic Digital Marketing (October, 13). After the success of his book Pre-Commerce, Bob is currently working on a new book on the future of media titled Storytizing that will be available in 2014.

Prior to W2O Group, Bob worked as VP of Communities and Conversations at Dell to develop the Fortune 500’s first global social media function -- an industry-leading approach to the use of social media, as highlighted in the best seller, GroundSwell. Before Dell, Bob was Head of Global Corporate Communications and Head of Global Pharma Communications at Novartis Pharmaceuticals in Basel, Switzerland, where he served on the Pharma Executive Committee.

Earlier in his career, he also served as Vice President of Global Public Affairs & Media Relations at Rhone-Poulenc Rorer (now Sanofi Aventis).

Bob has served on a variety of Boards in health and technology. Highlights include serving as an original member of the P&G digital advisory board, being appointed by the Governor of Texas to serve as chair and vice chair of the emerging technology fund for the State of Texas (more than \$400MM was invested in technology companies and academia) and working on what’s next

You can reach Bob on twitter at [www.twitter.com/bobpearson1845](http://www.twitter.com/bobpearson1845)

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