



Jennifer McClure

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Jen McClure is Distinguished Principal Fellow of the Marketing & Communications Center of The Conference Board and Program Director of the Social Media Council. Jen is also CEO of JEM, a Silicon Valley-based global management consultancy, and publisher of Biznology.com. She was named a “Power Player” in Business Insider’s list of the most influential executives in management consulting.

Prior to founding JEM, Jen was Global Head & Vice President of Digital and Social Media at Thomson Reuters, where she founded and led the company’s Digital Center of Excellence and the Digital Communications team. Prior to joining Thomson Reuters, Jen was Chief Marketing Officer of Redwood Collaborative Media, and also held senior marketing and PR roles at Ziff Davis, Ketchum and New Electronic Media Science.

Jen is considered to be one of the original authorities on digital and social media. She has been named one of “25 Women Who Rock Social.” She foresaw the impact that these technologies would have on business, media, culture and society, and in 2005 founded the Society for New Communications Research (SNCR), a global nonprofit think tank focused on researching this evolving technology landscape. She served as SNCR’s CEO and Board Chair for 10 years, and led the organization’s merger with The Conference Board in 2016. Jen currently serves on the board of KQED, one of the nation’s largest public media organizations. She has also served on numerous corporate and nonprofit advisory boards, including customer advisory boards of Adobe, Cisco, Proofpoint and the United Nations Social Media Advisory Council.

Jen earned her master’s degree from Stanford University, her bachelor’s degree from Sarah Lawrence College and a graduate certificate in History, Politics and Sociology from the University of Oxford’s Exeter College.

