

Access to Experts

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Jen McClure is Principal Distinguished Fellow of The Conference Board's Marketing and Communications Center, Program Director of the Social Media Council, and CEO of JEM, which helps businesses succeed in the digital age through consulting and advisory services, research and online publications and communities.

She has more than three decades of experience in media and technology and expertise in digital, including strategy and transformation, governance, data privacy and risk management, marketing and communications, and M&A. Prior to founding JEM, she was Vice President of Digital and Social Media for Thomson Reuters, where she was responsible for digital strategy, transformation, governance and enablement across the global enterprise. In 2005, Jen founded the Society for New Communications Research (SNCR), a nonprofit think tank focusing on the impact of emerging communications technologies such as digital, social media, and mobile on business, media, culture, and society. Jen served as president and board chair for 11 years. In 2016, she led the merger between SNCR and The Conference Board. Jen is also a member of the Arthur W. Page Society Industry Collaboration Committee. She is a Governance Fellow of the National Association of Corporate Directors (NACD), and serves on the NACD's steering committee for emerging companies. Jen received her master's degree from Stanford University, her B.A. from Sarah Lawrence College and earned a graduate certificate in History, Politics and Society from Oxford University.

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Publications by Jen McClure

Key Findings

- [Key Findings From the 2009 Middleberg SNCR Survey of Media in the Wired World](#)
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