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Sally Falkow is the CEO of Meritus Media Inc, a digital marketing and PR agency and publisher of The Proactive Report, a blog that covers the how technology affects communications, media, marketing and public relations. Since 2000 Falkow has been an advocate for the adoption of digital communication strategies and has helped thousands of PR and marketing practitioners improve and master digital skills.

She is the author of SMART News: how to write branded content that gets found in search and shared on social media. Her annual research report on how technology has changed the way the public gets news and information and how the media gathers and reports news, highlights the gap between what the media needs and how brands supply news content to the media. She is Accredited in Public Relations (APR) with the Public Relations Society of America (PRSA) and a founding Fellow of the Society for New Communications Research (SNCR).