



## Gretchen Fox

Co-Founder  
MTO Agency  
[GFox@tcb.org](mailto:GFox@tcb.org)

Gretchen Fox is a recognized executive and co-founder at MTO Agency [made to order], a social strategy and training agency that prepares businesses for success in the Digital Age.

Fox provides a social vision and strategy for startups and Fortune 500 brands striving to take social to the next level. Prior to launching MTO, she served as Vice President of Social at Live Nation Entertainment, the world's leading live entertainment company.

As the Vice President of Social at Live Nation and Ticketmaster, Fox built an in-house social agency that led and facilitated the social training and education of over 100 marketers across North America, as well as provided online video training for more than two thousand Ticketmaster clients.

Before joining Live Nation, Fox launched one of the first Social TV products to deliver interactive and live streaming experiences at NASPERS R&D project and Silicon Valley start-up, MediaZone. In this role, she managed online marketing for some of the world's biggest sport properties including: AELTC's Wimbledon Championships, IndyCar Race Control, Rugby World Cup, ING New York City Marathon, and NBC's Winter Olympics.

Her work has earned her the Billboard Magazine Top Women in Social, regular press coverage, and a role as contributing writer for Forbes online.