

## Access to Experts



**Greg Matthews**  
Director of Social Media  
WCG

Greg Matthews has spent his career helping to build, grow and transform businesses. Today, that's all about using social media - the power of collaboration and community - to change the way businesses work. Every business has its own set of unique stakeholders - from customers to suppliers; from strategic partners to its own employees. Matthews is focused on helping businesses to make the changes that lead to business transformation by helping them to change the way they communicate, organize and plan around those key stakeholder groups. Matthews spent the last two years creating and leading Humana's Community Innovation and Social Media practice. As Director of Consumer Innovation at Humana, he had two key areas of work. The first was to guide Humana in its quest to be a leader in the coming collaborative economy. The second was to leverage the power of social networks to help people live healthier and more fulfilling lives. During his tenure at Humana, he had responsibility for the start-up HR operations for joint venture companies like Green Ribbon Health and Sensei, and in Humana's first European subsidiary in London. He also led the design and launch of the innovation center's first web site, CrumpleItUp.com, and built the health industry's first social analysis tool, myTPSreport.com. Matthews has also served in leadership positions at Braun Consulting (now the consulting arm of Fair Isaac) and Accenture.

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