

## Access to Experts



**Thomas J. Hoehn**

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Tom Hoehn has been involved with Kodak's Internet activities since their inception. In his 20th year at Kodak he has held various roles in web marketing, leadership, and business development. He led social media efforts to extend Kodak communications and engagement, has worked with product groups to initiate web-based programs to meet business goals and has developed content activities to drive traffic to fuel online store, relationship marketing, and product awareness. He is a visiting lecturer at Cornell, University of Rochester, Syracuse University, Rochester Institute of Technology, Geneseo, and American University. He coordinated a benchmarking study of internet marketing practices for the American Productivity and Quality Center of Kodak, Dell, Cisco Systems, and Charles Schwab. He is Chair, Conference Board's Digital Strategy Council whose members include: IBM, GM, John Deere, State Farm, P&G, and 15 other Fortune 500 companies.

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