

## Access to Experts



**Cory Edwards**  
Social Media Strategist  
Symantec Corporation

Cory Edwards is global social media strategist at Symantec where he leads its corporate external social media initiatives including strategy and guideline development and customer interaction. He directed the company's implementation of a social media framework to help the company and its employees engage more effectively with customers using the socially evolved World Wide Web and its communities. He currently chairs the company's cross-functional Social Media Advisory Group responsible for ensuring coordinated social media efforts for the company and its products.

Previously, Cory worked as a senior manager of corporate communications providing public relations support for Symantec's products, mergers & acquisitions, and alliance & partner activities. In 2005 Cory was appointed as communications project manager for the largest announced software merger in history – Symantec's \$13.5 billion acquisition of Veritas Software.

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