

Catherine Cook

Founder at MyYearbook

New Hope, PA, US

Young entrepreneur and experienced social media speaker

Biography

Catherine co-founded myYearbook with her brother Dave in 2005 when she was 15. Catherine is instrumental to myYearbook's growth and conceiving of the next popular features for the site. She is responsible for some of the most important applications on myYearbook, including Causes and Battles. She is dedicated to making myYearbook more engaging and helping build new features to make myYearbook the best place to meet new people. Catherine has been reported on extensively in CNBC, MTV, ABC News, Fox News, CosmoGIRL, BusinessWeek, the San Francisco Chronicle, and CBS. She has spoken at a number of high profile conferences, including the Foursquare conference, and spoken at events as guests of professors at Princeton University, Boston College, and Georgetown University. Catherine graduated Georgetown University in 2011.

Availability

Keynote, Panelist

Industry Expertise

Social Media, Internet, Women, Computer Gaming

Areas of Expertise

Synchronous Gaming, Monetizing Mobile, Female Entrepreneurship, Young Entrepreneur, Social Media Marketing

Sample Talks

Rise of Synchronous Gaming

Most social games are asynchronous and users don't play live with other players. At the moment, social networks like Facebook have the wrong social graph for synchronous games. Users simply don't have enough friends to find someone ready to play a game with them in real-time -- but in an open social graph they do. The next innovative trend in social gaming will likely be synchronous games. Answering the questions that matter most: How will they be optimized for retention, time spent, and for human interaction instead of exploiting viral channels? What are the monetization opportunities for advertisers and 3rd party developers through the creation of viral channels and use of virtual currency?

Event Appearances

Title

Time Warner Global Leadership Meeting

Title

Boston College Lecture

Rise of the Prosumer

World Knowledge Forum

Where Do We Go From Here? The Future of Mobile Monetization

Internet Summit

Title

YPulse National Conference

The Future is Synchronous Games

Digital East

Title

Foursquare

Student Entrepreneurship

Georgetown University Lecture

Title

Fortune's iMeme

Girl's in Entrepreneurship

Girls Inc. Conference

The Future is Synchronous Games

Kid, Youth, and Parent Power

Monetizing Synchronous Games

East Coast Games

Title

Teens Plugged In

Title

Sunrise 2008 (Sun Microsystems event)

Education

Georgetown University
BSBA Marketing, Operations and Information Management

Accomplishments

Social Media Star
Social Media Society Social Media Star

Ernst and Young Entrepreneur of the Year Regional Award Winner (2011)

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