

# **Ekaterina Walter**

**Chief Marketing Officer at WOMMA - Word of Mouth Marketing Association**

Portland, OR, US

Social Innovator, Author, Speaker

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Ekaterina Walter is a social innovator at Intel. A recognized business and marketing thought leader, she is an author of "Think Like Zuck: The Five Business Secrets of Facebook's Improbably Brilliant CEO Mark Zuckerberg" and a regular contributor to Mashable, Fast Company, Huffington Post, and other leading-edge print and online publications. Walter has been featured in Forbes and BusinessReviewUSA and was named among 25 Women Who Rock Social Media in 2012. She sits on a Board of Directors of Word of Mouth Marketing Association (WOMMA) and is an active member of the Thunderbird Global Council at Thunderbird School of Global Management.

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Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

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Corporate Leadership, Media - Online, Business Services, Management Consulting, Advertising/Marketing, Internet, Social Media, Direct Marketing, Corporate Training, Public Relations and Communications

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Social Media, Marketing Strategy, Relationship Building, Word of Mouth Marketing, Facebook, Business Success

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**Thunderbird School of International Management**  
Global MBA International Business

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## **Stewart Quealy**

"Ekaterina is an exceptional speaker with a keen sense for what is real, relevant and resonant to a large conference audience. Recently, we were lucky enough to have her participate at our AF EXPO event on the topic of "Using Content and Conversation to Build Community" and she did not disappoint. Anyone looking to truly understand the implications of social media and how it can transform your business would do well to enlist her advice."

## **Luz Rodriguez**

"Ekaterina's session on Social Networks was the best one delivered at the 7th World Chambers Congress in Mexico! Not only was she dynamic and engaging, but she also presented convincing arguments to an initially sceptical audience on why social media is here to stay and how we can make best use of it. Ekaterina took the time to join us in the exhibition area giving delegates a chance to speak with her one on one. She was very helpful, showed practical examples, tips and tricks to make working with social media easier and made it clear that a streamlined social media strategy would help our organizations gain a lot more visibility. We hope to invite Ekaterina to future events."

### **Harry Rollason**

?I first approached Ekaterina to ask her to key note at CSMSF due to the industry respect which was apparent from my primary research. Not just as a corporate leader with a wealth of knowledge, but also as a great speaker. Having an understanding and the ability to proactively engage with other social media practitioners is something that makes for the perfect social media leader. She's intelligent, passionate about the subject matter, articulate, and insightful with practical ?how do advice?. She come highly recommended from everyone here at USM.?

### **Donna Suen**

?Ekaterina is one of our most energetic, passionate, knowledgeable and popular speakers. In fact, her presentation was the #1 most watched webcast in our marketing community in 2010. She has presented with us twice on BrightTALK and both times, she provided valuable information in a clear and simple way that our audience enjoyed. We look forward to having Ekaterina present with us again in the future.?

### **Roy Young**

?MarketingProfs engages well over 200 speakers each year. Ekaterina is among the very best instructors we have had in social media marketing. Finding the best in social media is particularly difficult because there are many pretenders and many with no hands-on experience. Ekaterina is among the few we have found who know how to do AND how to teach others how to do. Although our programs draw a large and broad audience in terms of level of experience and marketing role, her presentation was valuable to everyone for learning how to boost visibility and customer engagement for their organizations. It is a credit to Ekaterina that she is an active thought-leader who is dedicated to teaching others."

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