

# George Weiner

CTO at Do Something.org

New York, NY, US

I leverage tech for social good

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## Biography

George Weiner manages all online and communication systems as CTO of DoSomething.org. Under his leadership, the organization has become an innovator in social media, mobile technologies and cause. He oversaw the complete overhaul of the site (cms, architecture, skin, etc) in 2008, landing a People's Choice Webby Award in the Youth category the following year. George is a self-taught techie and graduate of the University of Pennsylvania. He is a frequent speaker on not-for-profit tech issues at forums including SXSW, NTEN, the Google Grants Conference, U.N. Youth Summit, National Conference on Volunteering and Service, Blog World and has guest lectured at NYU and NYIT. He is also the founder of CTO's For Good, a small group of CTOs working in org's that bring impact to scale. In spare time he does impact technology consulting and development through his company WholeWhale.com.

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## Availability

Keynote, Moderator, Panelist, Workshop, Author Appearance

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## Industry Expertise

Social Media, Philanthropy, Non-Profit/Charitable, IT Services/Consulting

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## Areas of Expertise

Data, Web Analytics, Social Media

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## Sample Talks

### What Does the Data Say? Turning Data Into Action

If you measure it-- it will get better, if you're measuring the right thing. There is more data available to organizations than ever before in history. Info about social, communications, users and web traffic are just the beginning. The challenge is using the right data to inform decisions and drive toward measurable goals. Simply collecting this information is not enough, this session will offer a process and approach for turning information into action.

### MoneyBall and Social Media

How you can use social media metrics to find the best networks for your organization. The Oakland A's were able to change the game with one of the lowest budgets in the league by looking at the right data and acting. [wholewhale.com/nyit](http://wholewhale.com/nyit)

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## **Education**

**University of Pennsylvania**

BA Political Science & Environmental Studies

**Nano MBA: Seth Godin**

Nano MBA Direct Marketing

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