

# **Ken Herron**

**Startup Company Advisor at Ken Herron**

Rocklin, CA, US

Ken Herron, Marketing Cool Hunter

---

## **Biography**

Ken Herron is a cool hunter for new ideas, strategies, and technologies to increase the value of world-class brands. A global technology and marketing alchemist, he unleashes peoples' creativity to use technology to develop stronger emotional connections between companies and their customers to drive revenue and market share. Ranked the #2 Chief Marketing Officer on Twitter worldwide by "Social Media Marketing Magazine", Ken is a frequent author and popular speaker on how businesses can engage their target audiences online. You can hear him share the latest social marketing news, trends, and best practices every Wednesday on the LinkedIn Lady radio show (<http://j.mp/ueF5YP>) and read Ken's #DearkKen social media advice column every month on MobileGroove.com (<http://j.mp/HXeAhW>). Follow Ken on Twitter at @KenHerron.

---

## **Availability**

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

---

## **Industry Expertise**

Advertising/Marketing, Social Media, Internet

---

## **Areas of Expertise**

Marketing, Social Marketing, Social Media Marketing

---

## **Affiliations**

Web Executives Group on LinkedIn

---

## **Sample Talks**

### **How Do I Prevent Social Media Disaster, And What To Do If One Hits?**

Customers talking about you on social media can "make" your brand - and destroy it. People are by nature "social", and regardless of their device (computer, mobile, tablet, TV) or location, people are connecting to online communities to share what they think about your brand, company, or organization.

---

## **Event Appearances**

**B2B Social Marketing Best Practices**  
The LinkedIn Lady Radio Show

---

## **Education**

**Drew University College of Liberal Arts**  
Bachelor of Arts International Economics and German (dual major)

**Stanford Graduate School of Business**  
Executive Education Marketing Management Program

**Thunderbird School of Global Management**  
Master of International Management International Marketing

---

## **Accomplishments**

**#2 Chief Marketing Officer on Twitter**  
Ranked the #2 Chief Marketing Officer on Twitter worldwide by "Social Media Marketing Magazine".

---

## **Testimonials**

### **Judy Bellem**

It was an honor and a pleasure to come to know and collaborate with Ken earlier this year on an episode of the LinkedIn Lady Radio Show where we discussed social media and how/why B2B companies are becoming more active in this space. It became very evident that Ken brings to the conversation a depth of knowledge so essential for helping companies develop and maintain viable and effective business and marketing strategies. His experience makes "fool-proof" the application those strategies from the theoretical to the practical across those markets defined to be most important to that company. When you knock on Ken's door, Ken answers! And that's nice.

---

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)