

Pete Blackshaw

Global Head of Digital & Social Media at WOMMA - Word of Mouth Marketing Association

Geneva, , CH

Word of Mouth

Pete is a recognized expert in interactive marketing, word of mouth, and consumer understanding. Before Intelliseek's acquisition by Nielsen BuzzMetrics, Pete served as the Intelliseek's Chief Marketing and Client Satisfaction Officer, responsible for major client engagements and marketing efforts. He is a co-founder of the 2004 Word of Mouth Marketing Association. He authors a bi-weekly column on digital marketing strategy targeted to CMOs for ClickZ network and several work and personal blogs, including www.consumergeneratedmedia.com, www.hybridbuzz.com, and parenting centered www.dosbebes.com. In 1999, Pete founded PlanetFeedback.com (later acquired by Intelliseek) after a career in interactive marketing and brand management at Procter & Gamble. He also co-chaired and organized the P&G-sponsored Future of Advertising Stakeholders Summit (FAST-Summit), resulting in P&G being named Advertising Age Magazine's "Interactive Marketer of the Year." Before receiving his master's degree from Harvard Business School in 1995, Blackshaw served as a press secretary and legislative consultant to then-Sen. Art Torres in the California Legislature, where he guided several consumer-focused bills to passage and initiated the nation's first "interactive" legislative hearing. He has a bachelor of arts degree in politics from the University of California at Santa Cruz.

Advertising/Marketing, Internet, Social Media

Digital Marketing, Social Media, Social Media Marketing

University of California

BA Politics

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