

# **Rob Key**

**CEO at WOMMA - Word of Mouth Marketing Association**

New York, NY, US

Social Media and Word of Mouth Expert

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Rob is founder and CEO of Converseon, the leading international social media consultancy that helps brands harness the value of social across the enterprise. Founded in 2001, Converseon was the industry's first pure play social consultancy and has garnered an enviable reputation for innovation and excellence for leading brands around the world. Converseon provides a unique "listen, operationalize, engage, measure" framework via a combination of "next generation" proprietary technologies, management consulting and agency services. Converseon's Conversation Miner? technology was recently recognized at category "leader" in Forrester's Wave (Q3) on listening platforms. It is also one of the very few providers with the full Twitter Firehose. Its consulting services provide industry-leading services and best practices for brands to integrate social into the fabric of the enterprise. Its activation services, which include the full range of paid, earned and owned" solutions have been well recognized for excellence. Awards include the 2009 Forrester Groundswell B2C "Talking," an OMMA for Best Use of Virtual Worlds, WOMMIE for Best Word of Mouth Program and multiple SAMMY's including "Best Social Agency." Clients including Hilton Hotels, IBM, 3m, Siemens, Yahoo! among many others. Converseon's work has been featured in leading publications including Fortune, CNN, Financial Times. Converseon's leadership hails from a wide range of leading organizations, including Digitas, IBM, Accenture and others, bound together to help create a new generation of solutions for its clients in a nimble, fast moving environment. Headquartered in New York, Converseon's team extends to Detroit, San Francisco, Austin, Boston, Copenhagen and Shanghai (via partnership). Prior to Converseon, Rob was head of the Innovations Group at a division of Young & Rubicam and a member of the WPP.com board. He has been deeply enmeshed in digital marketing since the early days of 1995. Rob speaks frequently at a range of leading conferences in North America, Asia and Europe about the transformative nature of social media, including the Conference Board, 4As, iBrand Summit(s), Search Engine Strategies, Adtech, Word of Mouth Marketing Association (where Converseon is a governing member), Public Relations Society of America (PRSA International), Advertising Research Foundation (ARF), Affiliate Summit, among many others.

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Keynote, Workshop, Host/MC

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Media - Online, Social Media

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Consultant, Management, Proprietary Industry Leading Social Intelligence Technology, Word of Mouth, Social Media, Branding

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**Denison University**  
BA English

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## **Innovation and Creativity**

Technology side recognized in Gartner Magic Quadrant on SocialCRM, Forrester Wave on Social Listening Platforms (Category Leader/Strong Performer). Services have won numerous awards for innovation and creativity, including the OMMA Award, Webby, SAMMY for Best Social Agency, Forrester Groundswell Award B2C Talking.

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