

Ronan Gruenbaum

Associate Professor at Hult International Business School

London, London, GB

Experienced conference speaker and professor that connects Social Media to the needs of today's business for internal and external uses

Biography

Ronan is a Digital Specialist based in London with over twelve years' experience designing, developing and delivering the online presence for organisations, be it through e-commerce, digital marketing and communications, social media engagement or Enterprise 2.0. Through lecturing on marketing and technology as an Associate Professor at Hult International Business School and as an Associate at Ashridge Business School, as well as through private consultancy, Ronan has helped students on various masters level programmes and global organisations in the private and public sector to understand and embrace new technologies that help them become better connected, engage with their customer base, share knowledge, leverage the potential of the internet to generate revenues and leads and deliver results. Ronan has also developed online learning platforms and interactive content and has spoken at various international conferences, such as for the EFMD, AACSB, CEEMAN and ABS.

Availability

Keynote, Moderator, Panelist, Workshop, Author Appearance

Industry Expertise

Media - Online, Education/Learning, Training and Development, Social Media, Library and Information Management, Internet, Information Technology and Services, Direct Marketing

Areas of Expertise

Social Media, Digital Strategy

Affiliations

British Academy of Management

Sample Talks

Business 2.0

Social media is not just about marketing: it should permeate every area of a business to improve knowledge sharing, stakeholder management and customer engagement. This talk explains how to do this, with reference to various case studies.

Event Appearances

Title

Association of Business Schools PR Network

Title

Future of Learning Conference

Education

University of Leeds

BSc (Hons) Computational Science and Economics

Ashridge Business School

MBA

University of Westminster

Graduate Diploma Law

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