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CAREER SUMMARY

- 30+ years of broad and deep experience across many facets of business management, social networking and online communities, online commerce, and field + corporate marketing
- Field, regional, division, and headquarters roles; primarily at global F500 companies
- Tech (hardware, software, services, networking infrastructure, cloud) and financial services (insurance) industries
- Global in scope, working from U.S. east coast (PA, NJ) and west coast (CA) locations, with global team members (U.S., Canada, Germany, U.K., Israel, India, China) and global responsibilities
- Strengths in digital, marketing, social media, online communities, websites, e-commerce, business operations, events, mobile, video – with innovation, leadership, best practices
- P&L with a budget of >€35 million and ~175 FTEs to produce > €100M financial return
- Budget of \$70M and 120 FTEs + 300 contractors to drive global digital refresh and operations for Global 250 brand
- Social Business and digital transformation: social media, social networks, online community management
- Inbound marketing: grew net new names and sales qualified leads 47% y/y to 700,000 leads @\$75M pipeline
- Passion for leading teams through change and rapid innovation cycles in order to achieve sustainable revenue, efficiency improvements, and breakthrough business impacts

CAREER HIGHLIGHTS & ACCOMPLISHMENTS

VICE PRESIDENT, HEAD OF DIGITAL & INTERACTIVE

SALESFORCE, INC.

SAN FRANCISCO, CALIFORNIA

DECEMBER 2016 – PRESENT



COMPANY:

Salesforce is a leading provider of enterprise cloud computing solutions, with a focus on customer relationship management (CRM). The company introduced its first CRM solution in February 2000, and has since expanded service offerings with new editions, solutions, features, and platform capabilities over the past 16+ years.

The company pioneered the shift to cloud computing, and today Salesforce is delivering the next generation of social, mobile, and cloud technologies that help companies revolutionize the way they sell, service, market, and innovate to become 'customer-focused' companies.

The Salesforce mission is to help customers transform themselves into customer-centric companies by empowering them to connect with *their* customers in entirely new ways. Our Customer Success Platform, including sales force automation, customer service and support, marketing automation, community management, analytics, application development, Internet of Things integration, and our professional cloud services provide the next-generation platform of enterprise applications (apps) and services to enable customer success.

Salesforce service offerings are intuitive and easy-to-use, can be deployed rapidly, customized easily, and integrated with other platforms and enterprise apps.

Salesforce delivers solutions as a service via all the major Internet browsers and on leading mobile devices.

We sell to businesses of all sizes and in almost every industry worldwide on a subscription basis, primarily through our direct sales efforts and also indirectly through partners.



Through our platform and other developer tools, we also encourage third parties to develop additional functionality and new apps that run on our platform, which are sold separately from, or in conjunction with, our services.

Salesforce is the world's #1 CRM platform, enables its customers to achieve greater than 70% faster time-to-market, and better than 37% increase in its customers' revenue growth. Salesforce is a Fortune 500 company, grew revenue >24% in 2015 to nearly \$7B and exceeded \$8B in 2016, has a market capitalization above \$55B, and is one of the largest and most highly-valued cloud companies in the world. Salesforce has been recognized as one of the most innovative companies in the world (Fortune), the world's most admired software company (Fortune), and is powered by >20,000 employees who help establish it as one of the "100 best companies to work for" (Fortune). Salesforce and its nonprofit arm have together given nearly \$120M in grants, more than 1.3 million hours of service to the community, and Salesforce solutions power nearly 28,000 nonprofit and higher education organizations.

SALESFORCE ROLE & RESPONSIBILITIES:

As the product and business owner for the Salesforce websites and digital ecosystem, the VP & Head of Digital & Interactive is responsible to inspire, mentor, and grow the digital team that manages owned media channels and lead all aspects of the digital journey driving to and from the Salesforce website, across all digital assets, and with all of our cross-functional marketing teams.

... Set the global standards and guidelines for digital marketing at Salesforce while creating and communicating to Salesforce executives and internal stakeholders our digital vision and journeys for prospects and customers.

... Transform data analytics and insights into action and creativity, and clearly communicate the entire story of our website / digital business with expertise in paid, owned, earned, and shared media as it relates to digital journeys and web KPIs.

... Facilitate strategic alignment across all cross-functional business teams including sales, product management, development, product marketing, and corporate marketing.

Specifically:

- Optimize the Salesforce website(s) through the use of analytics, testing, user experience (UX) design, and strategy to drive continued revenue growth as a top priority.
- Manage the digital and interactive team, which includes digital strategy, digital experience, creative, search engine optimization ("organic" search, aka 'SEO'), web analytics, and Web Experience Management (content management and publishing) platform operations.
- Identify and communicate website KPIs to key stakeholder groups — specifically executives, sales, and product owners.
- Partner closely with global IT teams to implement new marketing technologies and Salesforce product integrations.
- Identify and analyze broad business problems, create actionable digital programs, and lead large cross-functional teams to solve business issues.
- Provide perspective in the prioritization of digital projects based on potential revenue impact, and analysis and strategy throughout the customers' lifetime journey from prospect, to trial, to paid customer, to advocate.
- Establish standardization of analysis and reporting for all web properties.
- Act as an internal digital marketing expert to make data-driven recommendations and drive strategy, while assisting in the project definition, strategy creation, and accountability of other key marketing projects.

VICE PRESIDENT, DIGITAL
CISCO SYSTEMS, INC.
SAN JOSE, CALIFORNIA
JULY 2013 – OCTOBER 2015



COMPANY:

Cisco Systems is a leader in networking that transforms how people connect, communicate, and collaborate. Major product lines include: routing, switching, wireless, information security, network management, carrier ethernet, WebEx collaboration and telepresence, video, unified computing, cloud, data centers, storage, and more. Cisco is headquartered in the Silicon Valley and generates \$50B in annual revenues with 75,000 global employees.

RESPONSIBILITIES AT CISCO:

Formed and led the first-ever consolidated digital team for Cisco. Brought together the web, mobile, social media, and video to a single team with a common purpose across multiple channels. Established a three-year strategy, initiated global platform modernization, focused top-line growth, reliance on metrics / digital analytics / big data, led steering and operating committees for cross-functional companywide governance for digital alignment, and renewed digital / design / customer experience for key journeys.

Global scope of the team included: cisco.com and 85 country websites in 40 languages, the employee intranet and collaboration platforms / programs, managing the top 50 of Cisco's public social media channels and accounts, blogs, online customer / partner / developer community management, customer-facing mobile apps, mobile responsive web transformation, video production of 300+ events / programs per month, and management of 12 Cisco TV studios and 7 event centers worldwide.

CISCO DIGITAL EXECUTION/ACHIEVEMENTS:

- Formed new, centralized Digital team to encompass web, mobile, social media, and video globally
- Established and executed Cisco's digital strategy, framework, operating model, and three-year capability roadmap
- Shifted from brand-building and awareness to a new focus on revenue through demand gen and engagement
- Optimized operations by shifting digital investments to improve ROI — from outputs to outcomes
- Drove improved digital engagement through Cisco's newly coordinated multi-channel user-experience
- Formed company-wide digital governance structure: steering committee, operating committee, 17 working groups
- Improved insight through consolidated cross-channel digital analytics to unlock user and traffic data
- Built a strong, modern, scalable tech foundation for digital execution, operations, and innovation
- Global web publishing of 1500 cases, 1700 pages, 12 launches *monthly*; 3X/year updates of 3000+ country site pages
- Executed 18 A-level new product launches + 14 partner launches + 72 B-level new product announcements
- Ran 12 demand-generation campaigns x 10 countries per year across web, mobile, social media, video
- Produced 130 Cisco TV live broadcasts and + >300 video files of ~400 hours of new content *per month*
- Hosted first-ever companywide "Digital Summit," attracting 800 participants globally for TED Talk presentations
- 360 million visits per year to cisco.com; 88M organic search (SEO) referrals; 4M paid search click-throughs / year
- >16 million social media audience (friends, fans, followers); 1.3M social media mentions and referrers in 2015
- Earned 8 social media leadership awards and recognition from external groups (campaigns, listening, best practices)
- Hosted 9.6 million mobile web visits to 28,000 responsive web pages and 22 global m.Cisco.com sites
- >10M mobile app downloads of ~100 mobile apps in 2015 ... 350 offer pages launched on responsive templates
- Consolidated and eliminated 37 mobile apps to save \$7M/year and improve customer experience
- Attracted 3.1M video views on cisco.com native website + 8.2M video views on Cisco's YouTube pages
- Introduced new designs and UX for homepage, landing, campaign, product, blogs, community, and solution pages
- Increased engagement rate 12% (to 53%) and blog / community referrals by 300% through customer experience
- Launched new Cisco Chat social media program; reached 46M people in its first year, 75M in second year
- Implemented new tag management system with 4x faster on-boarding than previous tag method
- Launched and rolled-out Jive platform for both external customer / partner communities and employee collaboration
- Saved 1200 man-hours per year via Partner digital working groups (governance)
- Hosted 800+ guest and Cisco bloggers across 60+ topics to generate >1M unique visitors and 4M views

- Implemented Cisco's first Online Video Platform (OVP) to provide a single multi-language platform for publishing live and on-demand video content with a highly-scalable global distribution network; eliminated 100+ man-hours per quarter, reduced turnaround time from 5 days to 2 hours, enabled global sharing of raw and finished content
- Completely re-platformed web publishing to modern Adobe Web Experience Management (CQ) globally, including 85 country websites, micro-sites, and the first-ever convergence of employee intranet onto a dot-com platform
- Met cross-team SLA's at a 97% rate in 2015, with reported client satisfaction of 4.96
- Expanded organizational span of control (SPOC) to 7.13 per manager (avg.) and flattened layers to 5 (max.) from CEO
- Improved diversity on three dimensions: generational (Boomers, X, Y aka Millennial), gender (Female), and ethnicity (African American, Hispanic, Asian), plus shifted geographical balance (to populate lower-cost Raleigh, NC hub)
- Massive improvements in employee Pulse (annual survey) scores year-over-year from 2014 to 2015: gained +15% in employee engagement scores to 81%, +23% in strategic alignment to 79%, +5% in team climate, +5% in respect for people, +17% in leadership climate, +10 in inclusion & collaboration, +9% in innovation, +4% in organizational agility, +11% in skills development, +16% in fairness of rewards & recognition

CISCO DIGITAL OUTCOMES (2015):

- **1M** reveals (Net New Name registrations) + **\$1B** in Sales Qualified Leads
- 530 global landing pages published in newly designed templates in the first-half of 2015
- 20,000 users registered within the first 90 days for Jive internal rollout; 75,000 users within six months
- 8 days faster turnaround of quarterly metrics reporting on social media dashboards
- 45% growth in script-to-screen produced videos year-over-year
- \$9M in Marketing Qualified Leads through social media
- 136,000 responses and \$78M in Sales Qualified Leads from video
- \$2.5M in savings achieved from Digital check-in process to reduce / eliminate rogue micro-sites

SENIOR VICE PRESIDENT – DIGITAL, SOCIAL, AND COMMUNITIES (DISCO)

SAP

PALO ALTO, CALIFORNIA

2005 – 2013 (VARIOUS ROLES)



COMPANY:

[SAP](#) is the world's leading business software company (~€15 billion annual revenue in business apps, cloud, mobile, analytics, big data, databases, technology), employs ~60,000 people in more than 50 countries, has millions of users in 200,000 customer accounts, and works with 10,000 partners. SAP is headquartered in Walldorf, Germany, while SAP's Palo Alto, CA facility leverages the talent, innovation, and vibrancy of the Silicon Valley for key leadership functions.

RESPONSIBILITIES AT SAP:

Led, drove, and managed SAP's social media, global websites, and online community activities as a means to create and enhance customer, partner, and influencer relationships that drive innovation, accelerate SAP platform adoption, generate leads and revenue, and enable customer success.

Grew and managed the [SAP Community Network](#) which is comprised of three million members in an active and collaborative social network of technologists, program leads, consultants, business intelligence professionals, and other SAP customers, partners, employees, and others online. Managed SAP's global websites including [SAP.com](#) and its 72 country sites in 40 languages, plus online marketing campaigns. Managed major events such as [SAP TechEd](#) (four conferences, on three continents, with 35,000 in-person and 65,000 virtual attendees). Managed SAP's Center of Excellence and its presence in [public social media](#) such as Facebook, LinkedIn, YouTube, SlideShare, and Twitter.

Also at SAP: Co-led the development and drove the growth of [SAP EcoHub](#), the company's online store and solution marketplace (now SAP Store). Managed SAP's [Standards](#) and [Open Source](#) strategy and operations team – including participation in >100 industry-wide business and IT standards bodies.

SAP EXECUTION/ACHIEVEMENTS:

Led a team that mixes innovation with operational excellence, and engages with prospects, customers, and partner community members using the web, social media, and social networks for business.

- Increased community membership from 300k to 3,000,000 individuals from 200+ countries and territories
- Led SAP's social media team, which extends communications and relationships with hundreds-of-thousands of fans and followers in Facebook, Twitter, LinkedIn, SlideShare, YouTube. More than 300,000 fans/followers in major channels, with millions of impressions per day.
- Increased awareness, consideration, and sales leads through a network of 70+ country websites in 40 languages across the full range of SAP solutions and products to 26 industries and multiple lines-of-business.
- Launched strategic new BPX community (hailed by Gartner, AMR, Forrester, others) and grew membership to 200,000 in first year; later >800,000 ... new Business Analytics community grew from 30,000 members (acquisition) to >500,000 ... new University Alliances community to address skills shortfall in the market; >300,000 members via students and professors at 1000 universities
- Made major transformation of tech/developer events from cost center to profit center thru innovative cost-avoidance and revenue programs that leverage the power of the massive, passionate, global communities of innovation ... with ~€30M efficiencies + ~€45M revenues
- Grew event attendance to >35,000 annually and greater business impact with attendee satisfaction rates >98%, and profitable at global SAP Tech Tour and SAP TechEd conferences on four continents
- Raised activity levels 10x to 1,000,000 unique individual visitors to online community site each month, >200M annual page views, 200,000 lifetime contributors worldwide, 1M monthly newsletter subscribers, 10,000 bloggers, 4000 discussion posts per day
- Responsible for all SAP web properties (SAP.com) worldwide, plus online / digital marketing = 72 country sites in 40 languages globally
- Improved underlying technology infrastructure with major platform upgrades (re-platforming), brand-new capabilities (external-facing wiki, online commerce, code-sharing, member-generated ratings and reviews, career center, Idea Place ...), and innovations that extend existing features (forums, blogs, award/recognition system...) to improve availability and performance
- Set record-breaking, world-class satisfaction levels of a category-leading 45% Net Promoter Score (NPS)
- Co-led the build and ramp-up of the SAP EcoHub online community-driven marketplace for partner and SAP solutions; 450 solutions via >200 partners and >9000 sales leads in its first year; now >1000 storefronts and 40,000+ leads
- Managed SAP's company-wide Standards Strategy and Open Source team, which participates in the largest of ~100 industry-wide technology and business standards bodies, contributes to the Eclipse Foundation, runs SAP's Standards Decision Board to agree on participation and contributions
- Recognized as a best practice by Gartner, Forrester, Ovum, Deloitte, McKinsey, Altimeter Group, Aspen Institute, Harvard Business School, GE Crotonville, NY Leadership Academy...

SENIOR DIRECTOR – WEB MARKETING

ORACLE CORPORATION
REDWOOD SHORES, CALIFORNIA
2005



RESPONSIBILITIES:

Managed all online properties, including the public website (Oracle.com), developer (Oracle Technology Network) and partner portals (Oracle Partner Network), and intranet (MyOracle).

SCOPE AT ORACLE:

- Responsible for all of Oracle's key web portals, plus 52 country sites in 12 languages.
- Integrated more than a dozen acquired company websites transformed and improved information architecture, tools and applications, user interface design, content and messaging, prospect cultivation, and sales lead capture.

- Collaborated across teams to leverage and ensure comprehensive integration with other projects and initiatives, including campaigns, direct marketing, advertising, events, and more.
- Managed a staff of >40 professionals, a team in India, contractors / consultants / vendors, resources and suppliers in other groups, and a multi-million-dollar budget.

EXECUTION/ACHIEVEMENTS:

- Successful integration of PeopleSoft, Oblix, TimesTen, TripleHop, Retek, ProfitLogic, others.
- Launched 64 new partner sales kits, micro-site for smaller SMB partners, improved model for direct field sales, redesigned “industries” and “customer success” sections to be searchable by industry/geography/size, upgraded partner portal, introduced page-level security model.
- Traffic across all areas exceeded 180 million pages viewed and 21 million visits per year, page views to public portal up 15%, page views up 24% to developer portal, 33% more registered partner portal users, >700k new registered users of developer portal, >3M software downloads, 290k developer forum message threads.

DIRECTOR – PEOPLESOFT.COM

PEOPLESOFT, INC.

PLEASANTON, CALIFORNIA

2004 – 2005



RESPONSIBILITIES:

PeopleSoft.com and 23 country websites in 12 languages, plus alignment with customer and partner extranets. Optimized websites to build product/service awareness, preference, and to generate high quality sales leads.

SCOPE:

- Web Marketing vision, strategy, and operations to continuously improve all areas of eMarketing, including information architecture, online tools, visual design, content and messaging, lead capture, prospect cultivation.

EXECUTION/ACHIEVEMENTS:

- >20 million pages viewed during 5 million visits annually, with >\$65M incremental B2B revenue via sales leads (FY 2004), and ROI of 20x
- “Excellence” award from Web Marketing Association (2004), “Silver” award for corporate website excellence (2004 iNova), glowing article by “Design Interact” (March 2004)
- Best practices recognition (in articles, textbooks, scholarly papers, conference presentations, webinars) for: design, information architecture, global / localization and translations, metrics, digital asset management, and other areas

VICE PRESIDENT, MARKETING AND STRATEGY

SUN MICROSYSTEMS, INC.

PALO ALTO, CALIFORNIA & BOULDER, COLORADO

1997 – 2003



RESPONSIBILITIES:

Managed marketing and business strategy function for \$3.4B Services business unit of Sun Microsystems, Inc. Responsible for \$12M+ budget and direct team of 85, as well as indirect matrix management and functional leadership of 200+ person team and \$58M+ budget as interface with other Sun product groups and chief marketing officer.

Developed and drove division-wide vision, strategy, multi-year roadmap, organization, and investment priorities to enable eBusiness transformation for \$3.4B services division. Built organization from zero to 65 to initiate multiple corporate and cross-functional online programs.

Services business unit produced 27% of Sun's total revenues in areas including product support, customer education and training, and technical consulting, was highly profitable, with revenue, gross margin, and profit contribution growth even during recessionary 2001-2002 economy.

Managed: competitive intelligence, market analysis, business strategy, demand creation, marketing campaigns, communications/collateral, trade shows/events, web marketing, service product development/management/marketing, integrated service product solutions, customer executive briefings/events, industry and financial analyst relations, public/media relations, service product portfolio management, branding/messaging/ advertising, product launch, major account executive-of-interest programs, internal employee communications, and cross-divisional go-to-market campaigns.

INTERNET/INTRANET MANAGER – CORPORATE MARKETING

UNISYS CORPORATION

BLUE BELL, PA FROM 1995 – 1997



Introduced strategic and operations management disciplines to the emerging internet/intranet for business. Established nucleus of expertise in new online marketplace. Leveraged opportunities for marketing, organization effectiveness, and product development.

REGIONAL DIRECTOR – MARKETING SERVICES

BERKELEY HEIGHTS, NJ FROM 1988 – 1995

Developed marketing strategies and executed programs for northeastern U.S. field sales and service organization. Provided specialized marketing and communications support to region's executive staff. Introduced new RFP response capability.

ASSOCIATE MANAGER, MARKETING SERVICES — THE PRUDENTIAL

FT WASHINGTON, PA FROM 1983 - 1988



EDUCATION

B.A. COMMUNICATIONS/JOURNALISM + MINOR: MARKETING

SHIPPENSBURG UNIVERSITY

SHIPPENSBURG, PA - 1983



MASTERS IN BUSINESS ADMINISTRATION (MBA)

LASALLE UNIVERSITY

PHILADELPHIA, PA - PARTIAL / INCOMPLETE / MOVED TO CALIFORNIA



EXECUTIVE EDUCATION

STANFORD UNIVERSITY D-SCHOOL — DESIGN THINKING

PALO ALTO, CA – 2008

SAP GLOBAL LEADERSHIP DEVELOPMENT PROGRAM (GLDP)

INSEAD + UC-BERKELEY + OTHERS

HALF MOON BAY, CA + FONTAINEBLEAU, FRANCE — 2008



CISCO BUSINESS LEADER FORUM (BLF)

SAN JOSE, CA — 2013



KELLOGG SCHOOL OF MANAGEMENT AT NORTHWESTERN UNIVERSITY

BIG DATA & ANALYTICS — EVANSTON, IL — 2015

LEADERSHIP ACTIVITIES

BOARD VICE CHAIRMAN / VICE PRESIDENT (VOLUNTEER) – UNITY CARE GROUP

2010 – PRESENT

SERVE AS A VOLUNTEER BOARD MEMBER OF THE UNITY CARE GROUP, WHICH IS A COMMUNITY-BASED, NON-PROFIT YOUTH DEVELOPMENT AGENCY SERVING THE SAN FRANCISCO BAY AREA. UNITY CARE OPERATES FOSTER HOMES AND PROGRAMS TO ENRICH THE LIVES OF AT-RISK YOUTH, WITH A FOCUS ON CHILDREN AND THEIR FAMILIES. IT CREATES HEALTHIER COMMUNITIES THROUGH SAFE AND SECURE LIVING ENVIRONMENTS, EDUCATION, AND THE PREPARATION OF YOUTH FOR PRODUCTIVE LIVES.

SEE [HTTP://UNITYCARE.ORG](http://UNITYCARE.ORG)



MENTOR — STUDENTS RISING ABOVE (SRA)

2015 – PRESENT

SERVE AS A VOLUNTEER MENTOR TO A HIGH SCHOOL SENIOR WHO IS AMONG THE TOP 10% OF HIS CLASS, LIVES BELOW THE POVERTY LEVEL, AND WILL BE THE FIRST GENERATION IN HIS FAMILY TO ATTEND UNIVERSITY.

SEE [HTTP://WWW.STUDENTSRISEABOVE.ORG](http://WWW.STUDENTSRISEABOVE.ORG)



WARRIORS WATCH RIDERS & PATRIOT GUARD RIDERS

2014 – PRESENT

DEMONSTRATE HONOR, RESPECT, AND APPRECIATION FOR OUR MILITARY, FIRST-RESPONDERS, AND VETERANS THROUGH MOTORCYCLE ESCORTS AND FLAG LINES FOR DEPLOYMENTS, WELCOME HOME CELEBRATIONS, AND OTHER EVENTS.

SEE [HTTP://WWW.PATRIOTGUARD.ORG](http://WWW.PATRIOTGUARD.ORG) AND [HTTP://WWW.WARRIORSWATCH.ORG](http://WWW.WARRIORSWATCH.ORG)



BOARD OBSERVER / BOARD OF DIRECTORS – INNOCENTIVE

2009 – 2012

INNOCENTIVE IS AN ONLINE INNOVATION MARKETPLACE OF CHALLENGES WHERE SCIENTISTS, ENGINEERS, PROFESSIONALS, AND ENTREPRENEURS COLLABORATE TO DELIVER BREAKTHROUGH SOLUTIONS.

SEE [HTTP://INNOCENTIVE.COM](http://INNOCENTIVE.COM)



ADVISORY COUNCIL – CREATIVE GOOD EXECUTIVE COUNCIL

2008 – 2014

CREATIVE GOOD IS A PEER LEARNING AND LEADERSHIP NETWORK WHERE EXECUTIVES SHARE CHALLENGES AND BEST PRACTICES IN ORDER TO BENEFIT THEIR CUSTOMERS AND COMPANIES, WITH AN EMPHASIS ON HOLISTIC EXPERIENCE DESIGN.

MORE INFORMATION AT [HTTP://CREATIVEGOOD.COM/COUNCILS/](http://CREATIVEGOOD.COM/COUNCILS/)



FOUNDING MEMBER & DELEGATE – SOCIAL MEDIA BUSINESS COUNCIL (SMBC) & SOCIALMEDIA.ORG

2008 – 2013

SMBC IS A BRANDS-ONLY COMMUNITY WHERE LARGE ORGANIZATIONS HELP EACH OTHER BUILD, GROW, AND MANAGE SUCCESSFUL SOCIAL MEDIA PROGRAMS. MEMBERS INCLUDE SOME OF THE WORLD'S LARGEST COMPANIES WHOSE DELEGATES COLLABORATE AND SHARE BEST PRACTICES IN A FRIENDLY, PRODUCTIVE, PRIVATE ENVIRONMENT.

MORE INFORMATION AT [HTTP://WWW.SOCIALMEDIA.ORG/](http://WWW.SOCIALMEDIA.ORG/)



CORPORATE MEMBER & SPONSOR – THE COMMUNITY ROUNDTABLE

2009 – 2012

THE COMMUNITY ROUNDTABLE IS WHERE SOCIAL MEDIA AND COMMUNITY PRACTITIONERS GATHER TO MEET, DISCUSS CHALLENGES, CELEBRATE SUCCESSES, AND LEARN FROM EXPERTS. IT FURTHERS THE DISCIPLINE OF COMMUNITY MANAGEMENT THROUGH PEER SHARING AND COLLABORATION. SEE [HTTP://COMMUNITY-ROUNDTABLE.COM/](http://COMMUNITY-ROUNDTABLE.COM/)



SAP AMERICAS BENEFITS COMMITTEE

2008 – 2013

REPRESENT SAP LABS / SILICON VALLEY EMPLOYEES ON EXECUTIVE COMMITTEE TO STEER AND SELECT HEALTH, DENTAL, 401 (K), RETIREMENT, AND INVESTMENT PLANS FOR ALL U.S. EMPLOYEES.



CISCO DIVERSITY LEAD

2014 – 2015

LEAD DIVERSITY MEASUREMENT, REPORTING, ANALYSIS, CORRECTIVE MEASURES, BEST-PRACTICE RECOGNITION, PARTICIPATION IN COMPANY-WIDE AND EXTERNAL EVENTS, AND OTHER ACTIVITIES AS THE EXECUTIVE LEAD REPRESENTING THE CISCO MARKETING & CORPORATE COMMUNICATIONS TEAM GLOBALLY.



MEMBERSHIPS – VARIOUS, INCLUDING...

PAST: **THE CHURCHILL CLUB** -- [HTTP://WWW.CHURCHILLCLUB.ORG/](http://www.churchillclub.org/) -- SILICON VALLEY'S PREMIER BUSINESS AND TECHNOLOGY FORUM. THE 6,500-MEMBER, NONPROFIT ORGANIZATION HAS BUILT A REPUTATION FOR DYNAMIC, IN-THE-NEWS PROGRAMS FEATURING SILICON VALLEY CEOs, UP-AND-COMING EXECUTIVES, AND NATIONAL BUSINESS LEADERS.



PAST: **SDFORUM** -- [HTTP://WWW.SDFORUM.ORG/INDEX.CFM](http://www.sdforum.org/index.cfm) -- FOSTERS INNOVATION, ENTREPRENEURSHIP, AND LEADERSHIP WITHIN THE SILICON VALLEY ECOSYSTEM OF INDIVIDUALS AND BUSINESSES PARTICIPATING IN EMERGING TECHNOLOGIES.



OTHER ORGANIZATIONS AND AFFILIATIONS

- THE PEER 150 MARKETING LEADERSHIP GROUP
- THE ASPEN INSTITUTE
- AMERICAN MARKETING ASSOCIATION
- CMO CLUB - SILICON VALLEY
- SILICON VALLEY EXECUTIVE NETWORK (SVEN)



OTHER CONTACT POINTS

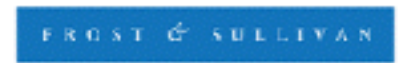
TWITTER [HTTP://WWW.TWITTER.COM/MARKYOLTON](http://www.twitter.com/markyolton)
LINKEDIN [HTTP://WWW.LINKEDIN.COM/IN/MARKYOLTON](http://www.linkedin.com/in/markyolton)
WEBSITE [HTTP://WWW.MARKYOLTON.COM](http://www.markyolton.com)
SLIDESHARE [HTTP://WWW.SLIDESHARE.NET/MARKYOLTON](http://www.slideshare.net/markyolton)
YOUTUBE [HTTP://WWW.YOUTUBE.COM/MARKYOLTON](http://www.youtube.com/markyolton)
GOOGLEPLUS [HTTPS://PLUS.GOOGLE.COM/U/1/107739094151731115797](https://plus.google.com/u/1/107739094151731115797)
INSTAGRAM [HTTPS://WWW.INSTAGRAM.COM/MARKYOLTON/](https://www.instagram.com/markyolton/)
VINE [HTTPS://VINE.CO/MARKYOLTON](https://vine.co/markyolton)



SPEAKING @ EVENTS

- **MIT INNOVATION LAB**
AT GOOGLEPLEX, MOUNTAIN VIEW, CA
- **BRITE CONFERENCE**
COLUMBIA BUSINESS SCHOOL, NEW YORK, NY
- **EVANS DATA DEVELOPER RELATIONS CONFERENCE**
SAN JOSE, CA - KEYNOTE
- **OPEN SOURCE MEETS BUSINESS CONGRESS**
NUREMBERG, GERMANY – CLOSING KEYNOTE
- **CREATIVE GOOD EXECUTIVE COUNCILS**
NEW YORK, NY
- **SIIA SOFTWARE SUMMIT AND CODIE AWARDS**
SAN FRANCISCO, CA - PANELIST
- **VIRTUAL EDGE**
SANTA CLARA, CA
- **FROST & SULLIVAN WEB EXPERIENCE EXCELLENCE**
SAN FRANCISCO, CA - EBROADCAST AND CONFERENCE
- **BLOGWELL**
SAN FRANCISCO, CA - CASE STUDY PRESENTER
- **ASPEN INSTITUTE - ROUNDTABLE ON TALENT**
ASPEN, CO
- **ASUG CIO COUNCIL**
PHOENIX, AZ – PANEL LEAD / FACILITATOR
- **EVANS DATA DEVELOPER RELATIONS CONFERENCE**
REDWOOD CITY, CA - KEYNOTE
- **IIR "COMMUNITY 2.0" CONFERENCE**
LAS VEGAS, NV - HALF-DAY WORKSHOP AND ROUNDTABLE W/
DELOITTE, EBAY, OTHERS
- **GILBANE CONFERENCE**
SAN FRANCISCO, CA - KEYNOTE
- **SAP LATIN AMERICAN PARTNER SUMMIT**
PUERTO RICO - KEYNOTE
- **SOFTSUMMIT**
SANTA CLARA, CA - TRACK PRESENTATION
- **SOCIAL MEDIA STRATEGIES CONFERENCE**
SAN FRANCISCO, CA – PANELIST
- **ITSMA – IT SERVICES MARKETING ASSOCIATION**
REDWOOD CITY, CA – KEYNOTE

continued...



SPEAKING @ EVENTS, (CONT'D 2)

- **UNIVERSITY ALLIANCE CURRICULUM CONGRESS**
CHARLOTTE, NC - KEYNOTE
- **ASUG BOARD – AMERICAS SAP USER GROUP** DENVER, CO
- **SOCIAL MEDIA SUMMIT**
PRESENTATION
- **MASTERING SAP TECHNOLOGIES**
MELBOURNE, AUSTRALIA – KEYNOTE
- **SAP TECHED AND SAPPHIRE EVENTS**
SHANGHAI, CHINA; LAS VEGAS, NV; BANGALORE, INDIA; VIENNA, AUSTRIA; PHOENIX, AZ; ORLANDO, FL; AMSTERDAM, HOLLAND; BERLIN, GERMANY; OTHERS
- **SAP BRAZIL FORUM**
SAO PAULO, BRAZIL - KEYNOTE
- **GE CROTONVILLE LEADERSHIP CENTER**
NEW YORK – LEADERSHIP DEVELOPMENT LED BY HARVARD BUSINESS SCHOOL (HBS) PROFESSOR
- **AMERICAN MARKETING ASSOCIATION – WEBINAR**
“SOCIAL MEDIA: CRACKING THE CODE FOR BUSINESS MARKETERS” – EXPERT PANEL – ONLINE EVENT
- **SAP WORLD TOUR – KEYNOTE – PHILADELPHIA, PA**
- **TWTRCON CONFERENCE**
SANTA CLARA, CA - KEYNOTE PANELIST
- **ENTERPRISE 2.0 CONFERENCE**
SAN FRANCISCO, CA – PANEL & CASE STUDY
- **LATAM & CARIBBEAN PARTNER EXECUTIVE SUMMIT**
MEXICO – BREAKOUT SESSION
- **ASPEN INSTITUTE - COMMUNICATIONS & SOCIETY**
ASPEN, CO – ROUNDTABLE ON TALENT DEVELOPMENT
- **THE SOCIAL CUSTOMER – WEBINAR**
ONLINE PRESENTATION & INTERVIEW – “THE FUTURE OF CUSTOMER SERVICE IS HERE” w/ MCKINSEY, COMCAST, SAP – HOSTED BY THE SOCIAL CUSTOMER.COM
- **THE SILICON VALLEY INNOVATION SOCIETY**
EVENING EVENT SPEAKER: THE SOCIAL BUSINESS FUTURE
- **BLACKROCK – SENIOR LEADERSHIP SUMMIT**
HALF MOON BAY, CA – EXTERNAL SPEAKER: SOCIAL BUSINESS
- **THE SCHOOL OF WOM – SPEAKER / FACULTY – CHICAGO**
- **SVASE: SILICON VALLEY ASSOCIATION OF STARTUP ENTREPRENEURS**
– PANELIST – “LEVERAGING SOCIAL MEDIA”
- **INSTITUTE FOR SOCIAL SEARCH AND MOBILE MARKETING –**
SYMPOSIUM KEYNOTE



imagination at work



SPEAKING @ EVENTS (CONT'D 3)

- **UNITED NATIONS (UNFPA)** – EXECUTIVE ROUNDTABLE & PANEL: “INNOVATING IN A WORLD OF 7 BILLION”
- **PLEKHANOV RUSSIAN UNIVERSITY OF ECONOMICS** – GUEST LECTURE: BUSINESS SCHOOL IN MOSCOW, RUSSIA
- **JIVE: NEW WAY TOUR** – SAN FRANCISCO – KEYNOTE
- **SILICON VALLEY INNOVATION INSTITUTE** –SPEAKER
- **SWISSCOM** – ENTERPRISE DEVELOPMENT GROUP (EDG) EXECUTIVE SCOUTING VISIT TO SILICON VALLEY FOR EMERGING INNOVATION – PRESENTATION
- **BTOB VIRTUAL CONFERENCE** – CLOSING KEYNOTE – VIRTUAL
- **SOCIAL MEDIA STRATEGIES SUMMIT** – LAS VEGAS, NV – KEYNOTE: “BEYOND SOCIAL MEDIA TO SOCIAL BUSINESS”
- **HARVARD BUSINESS SCHOOL** – CAMBRIDGE, MA – PANELIST AT “EMERGING ISSUES IN HEALTHCARE” EXECUTIVE PROGRAM: NEW MODELS OF COLLABORATIVE INNOVATION
- **IDG MARKETING SUMMIT** – SAN JOSE, CA – PANELIST: “BEYOND THE SOCIAL HYPE – DRIVING BRAND AND DEMAND-GEN SUCCESS”
- **GAMIFICATION SUMMIT** – SAN FRANCISCO, CA -- NURTURING AND GROWING GLOBAL COMMUNITIES OF INTEREST; SAP CASE STUDY



PUBLICATIONS & ARTICLES

- **“PHILADELPHIA BUSINESS JOURNAL”** – INTERVIEW (2010)
- **ASPEN INSTITUTE & DELOITTE “LEVERAGING THE TALENT-DRIVEN ORGANIZATION”** – ROUNDTABLE ON TALENT DEVELOPMENT (FEBRUARY 2010)
- **“THE SOCIAL CUSTOMER ENGAGEMENT INDEX WHITEPAPER”** – CASE STUDY IN BEST PRACTICES PUBLISHED BY THE SOCIAL CUSTOMER.COM
- **IDC - “SAP’S ECOSYSTEM – BRINGING COMPETITIVE ADVANTAGE THROUGH COLLABORATION”** – COMPETITIVE ANALYSIS (JANUARY 2009)
- **SAP.INFO, “SAP COMMUNITY NETWORK”** – INTERVIEW (MARCH 2009)
- **FORRESTER, “FOUR ESSENTIAL COMPONENTS OF SUCCESSFUL INNOVATION INITIATIVES”** – SCN AS BEST PRACTICE FOR ENTERPRISE COMPETITIVENESS (APRIL 2009)
- **MIT RESEARCH PAPER, “INTERNAL KNOWLEDGE MARKET DESIGN FROM THE OUTSIDE IN”** WITH SCN MENTIONED AS POSITIVE EXAMPLE (SUMMER 2009)
- **SEARCHSAP.COM** – PODCAST INTERVIEW (JUNE 2009)
- **ALTIMETER REPORT** – RANKS SAP IN TOP TEN OF MOST ENGAGED BRANDS ONLINE VIA SOCIAL MEDIA ON SCN (2009)
- **OVUM – COMPETITIVE ANALYSIS** (JULY 2009)
- **SITEIQ eBUSINESS INDEX REVIEW** – FULL REPORT RANKING SAP COMMUNITIES AS TIED FOR 1ST PLACE IN THE INDUSTRY (AUGUST 2009)
- **SITEIQ - SAP COMMUNITIES SCORECARD** – WITH SCN-SPECIFIC EVALUATION GIVING SAP COMMUNITIES HIGH RANKINGS ACROSS ~400 CATEGORIES (AUGUST 2009)
- **BUSINESS.COM INTERVIEW** – IN-DEPTH SCN HISTORY, BENEFIT, RESULTS (AUGUST 2009)
- **FORBES, “SAP’S SOCIAL PLAYBOOK”** – LINKEDIN/SAP PARTNERSHIP, HIGHLIGHTS SAP AS “ENGAGEMENT ‘MAVEN’” (SEPTEMBER 2009)
- **HARVARD BUSINESS REVIEW: “THE COLLABORATION IMPERATIVE”** – HBR HIGHLIGHTS SAP ECOHUB AS EXAMPLE OF PLATFORM CONNECTING CUSTOMERS, PARTNERS, DEVELOPERS (SEPTEMBER 2009)

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PUBLICATIONS & ARTICLES, (CONT'D)

- **SAP SPECTRUM** – SAP ECOSYSTEM (DECEMBER 2009)
- **BLUEFIN SOLUTIONS** – GUEST BLOG – “CAN SOCIAL NETWORKING REALLY DRIVE BUSINESS VALUE?” – APRIL 2011
- **SAP INSIDER** – “CUSTOMER VALUE DELIVERED: SAP’S COMMUNITY APPROACH TO SOCIAL BUSINESS” – SPRING 2011
- **FAST COMPANY** – “9 WAYS TO MEASURE YOUR SOCIAL MEDIA COMMUNITY” (AUGUST 2011)
- **MIT TECHNOLOGY REVIEW** – “YOUR REPUTATION IS YOUR RESUME,” (FEBRUARY 2012)
- **MIT SLOAN MANAGEMENT REVIEW** – “WHAT MANAGERS REALLY THINK ABOUT SOCIAL BUSINESS” (SUMMER 2012)
- **FORBES** – “MARCHING TO THE CUSTOMERS’ DRUMBEAT: CREATING A SOCIAL BUSINESS AT SAP” (APRIL 2012)
- **VLADIVOSTOK & PRIMORYE NEWS (RUSSIA)** – “SOCIAL NETWORKING: A NEW WAY OF DOING BUSINESS AND A NEW WAY OF LIFE” (JUNE 2012)
- **MIT SLOAN MANAGEMENT REVIEW** – “SAP: USING SOCIAL MEDIA FOR BUILDING, SELLING, AND SUPPORTING” (AUGUST 2012)
- **BTOB DIGITAL EDGE** – “THE MAGAZINE FOR MARKETING STRATEGISTS” – KEYNOTE FEATURE (DECEMBER 2012)
- **eMARKETER** – “B2B PERSPECTIVE: SAP’S ROI ON SOCIAL MEDIA COMES FROM CUSTOMERS’ CONVERSATIONS” (APRIL 2013)
- “DOES WHAT?” – INTERVIEWS WITH FOUNDERS AND CEOs (APRIL 2013)

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ВЕЩАНИЕ НА ТВ, РАЗД. ТЕРРИТОРИИ

MIT Sloan
Management Review

BtoB
THE MAGAZINE FOR MARKETING STRATEGISTS

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Books:

MY TEAMS' WORK AND ACHIEVEMENTS ARE OFTEN HIGHLIGHTED AS SOCIAL NETWORKING AND SOCIAL BUSINESS LEADERSHIP BEST PRACTICES, AND OUR INSIGHTS ARE SOUGHT AND RESPECTED.

WE CONTRIBUTE REGULARLY TO THOUGHT-LEADERSHIP PIECES (AT THE ASPEN INSTITUTE AND DELOITTE'S CENTER FOR THE EDGE, FOR EXAMPLE) AND ARE OFTEN PROFILED BY RESPECTED AUTHORS IN THEIR BOOKS, ARTICLES, PUBLICATIONS, SCHOLARLY PAPERS, AND PRESENTATIONS.

FOLLOWING ARE SOME OF THE MORE PROMINENT:

- **“SOCIAL BUSINESS BY DESIGN – TRANSFORMATIONAL SOCIAL MEDIA STRATEGIES FOR THE CONNECTED COMPANY,”** BY DION HINCHCLIFFE & PETER KIM (MAY 2012)

- **“THE HIDDEN WEALTH OF CUSTOMERS: REALIZING THE UNTAPPED VALUE OF YOUR MOST IMPORTANT ASSET,”** BY BILL LEE, HARVARD BUSINESS REVIEW PRESS (2012)

- **ASPEN INSTITUTE & DELOITTE “LEVERAGING THE TALENT-DRIVEN ORGANIZATION” – ROUNDTABLE ON TALENT DEVELOPMENT (FEBRUARY 2010)**

- **“OPEN LEADERSHIP – HOW SOCIAL TECHNOLOGY CAN TRANSFORM THE WAY YOU LEAD” – BY CHARLENE LI (2010)**

- **“THE POWER OF PULL – HOW SMALL MOVES, SMARTLY MADE, CAN SET BIG THINGS IN MOTION” – BY JOHN HAGEL III, JOHN SEELY BROWN, AND LANG DAVISON (2010)**

- **“THE HYPER-SOCIAL ORGANIZATION – ECLIPSE YOUR COMPETITION BY LEVERAGING SOCIAL MEDIA” – BY FRANCOIS GOSSIEAUX AND ED MORAN (2010)**

- **“THE NETWORK IS YOUR CUSTOMER – 5 STRATEGIES TO THRIVE IN A DIGITAL AGE” – BY DAVID L. ROGERS OF COLUMBIA BUSINESS SCHOOL (2011)**

- **“SOCIAL MARKETING TO THE BUSINESS CUSTOMER – LISTEN TO YOUR B2B MARKET, GENERATE MAJOR ACCOUNT LEADS, AND BUILD CLIENT RELATIONSHIPS” – BY PAUL GILLIN & ERIC SCHWARTZMAN (2011)**

