

# **Ben Pickering**

**CEO at Strutta**

Vancouver, BC, CA

Dynamic and engaging speaker recognized as a thought leader in arena of social media and promotional marketing

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## **Description**

Ben serves as the CEO of Strutta, a Vancouver-based start-up company offering a platform for publishers, marketers and agencies to easily and cost effectively develop and manage interactive contests and promotions.

He previously held roles at Yahoo! encompassing business development, strategy and operations. His career began in the professional services arena, providing advisory services to PwC's global high tech client base on their M&A activities. Subsequently he held positions in business development and marketing, before earning an MBA from the Stanford Graduate School of Business.

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## **Availability**

Keynote, Panelist

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## **Industry Expertise**

Social Media, Media - Online, Advertising/Marketing

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## **Topics**

Social Media Promotions, Online Advertising, Social Promotions, Social Media, Business Development and Operations

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## **Affiliations**

Strutta

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## **Sample Talks**

### **Driving Brand Engagement and ROI with Social Promotions**

Talk covers the basics of social promotions but can be tailored for a more sophisticated audience. Best practices are shared for how to use promotions and social media to drive consumer engagement and build brand equity. Case studies are used to demonstrate successful campaigns and how to measure return on investment for this type of social marketing.

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## **Past Talks**

**Title**

#Likable U Summit

**Title**

Facebook Success Summit

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**Education**

**Stanford Graduate School of Business.**

MBA General Management

**Stanford University**

BA Economics

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