

# **Chris Treadaway**

**Chief Executive Officer at Polygraph Media**

Austin, TX, US

Experienced speaker and best selling author with experience & success speaking to large groups of small businesses & Fortune 500 clients.

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## **Biography**

Chris Treadaway is the Founder and CEO of Polygraph Media, a social data mining and analytics company that has worked with major corporations such as Wiley Publishing, Microsoft, A.H. Belo, McDonald's Corporation, Midas, Visionworks, and the PGA Tour. Chris also co-authored two editions of the bestselling book, Facebook Marketing An Hour a Day, with Mari Smith in 2010 and 2012. He is a frequent speaker on data analytics and advertising, and has been published in major publications such as Forbes, Mashable, and ReadWriteWeb. Previously, he was Group Product Manager of Web & Social Strategy at Microsoft and was a co-founder of Stratfor. He received an MBA from the University of Texas at Austin and a BA from Louisiana State University.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Author Appearance, Corporate Training

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## **Industry Expertise**

Social Media, Business Services, Advertising/Marketing

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## **Areas of Expertise**

The Social Media Revolution for Small Businesses, Social Advertising -- Tips & Tricks, The Next Gold Rush -- Social Data Mining, Data and Advertising -- the Holy Grail for Cmos

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## **Sample Talks**

## **Putting Facebook to Work for Business**

Facebook has more than a half-billion active users, and just recently gave marketers more power to communicate with their fans, get advanced analytics, and create custom pages. The question is, are your customers and prospects among these Facebook users, and if so, how do you reach and engage them?

Join Frontier Communications as we discuss ways to build a successful presence on Facebook, and how to

build and execute a strategy that drives business results.

Attend the live, one-hour Webinar to learn:

? The evolution of Facebook

? How Facebook is changing the way small businesses go to market

? Best practices for integrating Facebook into your overall online marketing strategy

? Tips for building effective Facebook pages, ad campaigns and marketing programs

? Facebook do's and don'ts

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## **Event Appearances**

**Facebook Sucks, Facebook Rocks: Debating the Value of the World's Largest Social Platform**

ad:tech 2014

**In Defense of Mashups**

SXSW Interactive 2013

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## **Education**

**University of Texas**

Master of Business Administration

**Louisiana State University**

BA History & Political Science

**Louisiana State University**

Bachelor of Arts History & Political Science

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## **Accomplishments**

**Three Time Speaker - Facebook Marketing Success Summit**

2010, 2011, 2012

**SXSW Accelerator Qualifying Committee**

Member of a panel of 10 people selected to do initial vetting of startups for the SXSW Accelerator.

2013-2015 SXSW Interactive Accelerator

2013-2015 SXSW V2Venture Competition

**Facebook Developer Hero**

Selected for inclusion in Facebook's "MVP" program for developers.

**Twitter Developer Platform Council**

Participant in Twitter Developer Platform Council

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