

Gretchen DeKnikker

President & CoFounder at SocialPandas

San Francisco Bay Area, CA, US

Social Revenue Strategist

Biography

Social strategist with 12+ years of experience launching and growing early-stage B2B enterprise software companies and platforms. President and Co-founder of SocialPandas, I specialize in social media strategy and monetization.

Availability

Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Computer Software, Social Media

Areas of Expertise

B2B, Competitive Analysis, Channel, Marketing, Social Media, Demand Generation

Education

University of California, Berkeley - Walter A. Haas School of Business

MBA Entrepreneurship, Marketing, Technology

IESE Business School - University of Navarra

MBA Exchange Program

University of Nevada-Reno

BA Criminal Justice, Theatre

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