

# **Gretchen DeKnikker**

**President & CoFounder at SocialPandas**

San Francisco Bay Area, CA, US

Social Revenue Strategist

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## **Description**

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.

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## **Availability**

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

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## **Industry Expertise**

Computer Software, Social Media

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## **Topics**

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

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## **Affiliations**

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## **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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