

# **Matt Ivester**

## **Author & Speaker at**

Palo Alto, CA, US

Online Reputation Management & Digital Citizenship for High School & College Students

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## **Biography**

Matt Ivester is a technology entrepreneur born and raised in Silicon Valley. He has started a number of successful companies but is best known for having created JuicyCampus.com, which was the largest college gossip website in the United States. Since closing down JuicyCampus, Matt has spoken on college campuses across the country covering such topics as ethical entrepreneurship, digital etiquette and online reputation management. Today, he serves as the Student Body Director of Digital Citizenship at Stanford University, where he is pursuing his Master of Business Administration with a focus on entrepreneurship. He graduated from Duke University in May 2005 with a Bachelor of Science in Computer Science and Economics.

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## **Availability**

Keynote, Moderator, Panelist, Workshop

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## **Industry Expertise**

Internet

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## **Areas of Expertise**

Digital Citizenship, Cyberbullying, Online Reputation Management, Social Media

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## **Sample Talks**

### **Digital Dilemmas & Decisions**

This talk provides a cautionary look at the many ways that today's students are experiencing the unanticipated negative consequences of their digital decisions – from lost job opportunities and denied college and graduate school admissions to full-blown national scandals. By using real-life case studies and offering actionable strategies and best practices, this talk empowers students to clean up and maintain a positive online presence, and to become responsible digital citizens.

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## **Event Appearances**

**You, Online: Using Your Web Presence to Get a Great Job**  
2011 Career Summit

**What Every Student Needs to Know About Online Reputation Management, Digital Citizenship & Cyberbullying**  
Dean's Forum

**Gossip, Bullying & The Digital Age**  
Online Civility Panel

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## **Education**

**Duke University**  
Bachelor of Science Economics & Computer Science

**Stanford Graduate School of Business**  
MBA

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