

# **Suzanne Fanning**

**President at WOMMA - Word of Mouth Marketing Association**

Chicago, IL, US

Unleashing the Power of Word of Mouth Marketing

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## **Description**

Suzanne Fanning, identified by Forbes in 2013 as "one of social media's top movers and shakers," currently serves as the President of the Word of Mouth Marketing Association (WOMMA) She was selected for this position by top marketers from Intel, Hershey's, Procter and Gamble, American Express, Nestle, Unilever, Ogilvy, Warner Bros., and others to unite the world's most innovative companies and help drive the industry forward.

Social business strategies she developed for global corporations have been featured in Advertising Age Magazine, Fast Company, Forbes Magazine, and on the cover of PR Week, and published in several renowned marketing books.

Her programs have achieved record-breaking results across the board for online and offline engagement as well as sales for several global brands. The Viral Garden called the social media program she developed with Brains on Fire "the best corporate run social media program in existence," and Forrester ranked her blog in the "Top 20 Corporate Blogs Worldwide." She received the Individual Excellence Award from her company in Helsinki, Finland, for personally making the biggest impact worldwide on the business, and she has received numerous additional industry awards.

Suzanne is also a published author and top-rated speaker. She has appeared on CBS news, PBS and TLC and was a presenter at the Daytime Emmys due to her pioneering work in web tv. Her most recent speaking engagements include PRSA, PivotCon NY, Social Media Week, Association of National Advertisers, Forrester National Convention, PR Newswire, The Business Development Institute, Digital Media Masters Summit at Microsoft and the BlogHer Business Convention. In 2014 she is scheduled to give keynote addresses at the Social Media Strategies Summit, and at Ohio State University for the Public Relations Student Society of America Convention. She will also moderate a panel which includes American Express, Nestle and Google, for the Social Media Preview at the Chicago Auto Show.

In addition to leading the incredible WOMMA team, speaking across the country, and writing articles, Suzanne serves on the advisory boards for Social Media Week Chicago and iBlog.

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## **Availability**

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

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## **Industry Expertise**

Public Relations and Communications, Media - Online, Consumer Goods, Advertising/Marketing, Social Media, Management Consulting

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## Topics

Social Customer Care, Social Media, Word of Mouth Marketing, Influencer Marketing, Social Media Measurement, Brand Advocates, Brand Advocacy, Word of Mouth, Marketing Trends, Social Media Marketing

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## Affiliations

Business Connections of Greater Madison, CEO Women's Club, CPG Branding & Marketing Forum, Cause Communications, Social Media Week, Chicago Auto Show, iBlog

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## Sample Talks

### **Engaging Advocates: Leveraging Your Customers to be your Most Powerful Marketing Tool**

There is now no doubt that your consumers are your best marketers, online and offline, so companies are putting more money into word of mouth than ever before. Bill Chamberlain from IBM and Su Fanning, President of WOMMA will share how the top brands in the world are driving results by leveraging consumers. Youâ€™ll learn the attributes that make up an influencer and how to determine â€œpotential to influenceâ€• versus â€œactual influence.â€• Youâ€™ll hear about the most effective ways to benchmark across different verticals. This session will give you the keys to constructing an influencer plan to set your brand or product up for success in 2014.

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## Past Talks

### **Engaging Influencers with Word of Mouth Marketing**

American Marketing Association

### **Engaging Advocates: Leveraging Your Customers to be your Most Powerful Marketing Tool**

BDI

### **Closing Keynote: 2014 & Beyond: The Future of Going Social**

Social Media Strategies Summit

### **Word of Mouth Marketing and the Power of the Spoken Word**

PRSSA Ohio State

### **Engaging Advocates: Leveraging Your Customers to be your Most Powerful Marketing Tool**

Business Marketing Association

### **The Shifting Marketing Landscape**

CMO Forum

### **The Shifting Marketing Landscape**

eBev Conference

## **Word of Mouth Marketing for Nonprofits**

Social Media for Nonprofits

## **Driving Measurable Results from Social Marketing**

Extol Summit 2012

## **The Shifting Marketing Landscape**

PR Newswire

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## **Education**

**Rowan University**

Masters Public Relations

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## **Accomplishments**

### **Awards**

Global Excellence Award

President's Award

Gold Addy Award, Direct Marketing

Gold Addy Award, Non-Traditional Advertising Campaign

Silver Addy Award, Website

Ad:tech, Finalist

Best Social Project of 2007, Community Guy Awards

Forrester Groundswell Awards, Finalist

Top Twenty Corporate Blogs Worldwide

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## **Testimonials**

### **Mark D**

Suzanne gets it. She gets it on a level that makes one realize all over again just how rare that is. She has terrific clarity about what she's trying to accomplish for a brand. Plus, she has a remarkable capacity for creating programs that produce results in the real world. I met Suzanne through Dan Heath, which is apt since she is both an Idea that Sticks and a Switch with a natural talent for creating change. Add to that her remarkable commitment, energy, realism and optimism... and you can start to get a sense of how she's achieved so much. Suzanne is one of the great clients. Period.

### **Chad V.**

Suzanne is an incredibly talented, extraordinary marketing and PR professional. She led the development and execution of the 'Fiskateer' program - growing it to over 5,000 members through sheer will and smarts. She knows how to drive programs and gain the right kind of visibility on a shoestring budget. She is also an expert in dealing with the major news networks and reporters, as well as in leading communication strategies in difficult times. She is definitely a person to have on your team if you want to grow a branded business.

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