

Suzanne Stefanac

Interactive Media Consultant at Suzanne Stefanac

Los Angeles, CA, US

Suzanne Stefanac is a mentor for IDEABOOST.

Biography

A journalist from 1982 until 1994, she wrote about digital issues for Wired, Macworld, New York Times and Rolling Stone, among others.

With the launch of MSNBC in 1996, Stefanac was executive producer for The Site, an hour-long, nightly television program and website that explored how technology impacts modern life. In 1998, she co-founded RespondTV, an interactive television infrastructure company that facilitated the first ecommerce over television.

Industry Expertise

Advertising/Marketing, Entertainment, Social Media, Internet, Media - Broadcast

Areas of Expertise

Digital Media, New Media, Television, Content Strategy, Social Networking, Web Video, Interactive Tv

Event Appearances

Storytelling from the Paleolithic into the Future

Storytelling Lecture

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