

UN SOCIAL MEDIA DAY

30 January 2015 #socialUN

United Nations Headquarters
Conference Room 3
9:30 AM - 5 PM

Speakers' Bios

PANEL I (10:30 am)

TWEETING FROM THE TOP: AMBASSADORS AND DIGITAL DIPLOMACY

Ambassador Masood Khan @Masood_Khan

Permanent Representative of Pakistan to the United Nations

H.E. Mr. Masood Khan serves as Pakistan's Ambassador and Permanent Representative to the United Nations, a post to which he was appointed in October of 2012. Prior to this post he served as his country's Ambassador to China from 2008-2012 and the United Nations in Geneva from 2005-2008. Ambassador Khan was the Director General (UN) in the Ministry of Foreign Affairs in Islamabad from 2003-2005 and prior to that Director General for Disarmament. In June 2003 Ambassador Khan was appointed Spokesperson of the Ministry of Foreign Affairs, a position he held until 2005. Ambassador Khan has held various positions in multilateral and intergovernmental forums.

Amb. Khan has been Pakistan's Sherpa for the Nuclear Security Summit (NSS) process since 2009 and has represented Pakistan at many UN conferences and summits as delegate, representative and leader of delegation. Over the years he has specialized in multilateral diplomacy, has acquired expertise in security and disarmament issues, human rights and social development; as well as Pakistan's relations with major countries and regions. He has spoken widely at various international forums, think tanks and academic institutions on Pakistan's foreign policy, peace, security and disarmament matters.

Ambassador Peter Thomson @ThomsonFiji

Permanent Representative of Fiji to the United Nations

H.E. Mr. Peter Thomson took up office as Permanent Representative to the United Nations in February 2010. He serves concurrently as Fiji's Ambassador to Cuba. Ambassador Thomson has held office as Vice President of the UN General Assembly for the 2011-2012 session and as President of the Assembly of the International Seabed Authority for the 2011-2012 session. He served in Fiji's capacity as the 2013 Chair of the Group of 77 and China, and 2014 President of the Executive Board of UNDP/UNFPA/UNOPS.

Ambassador Michael Grant @M_Grant_NY

Deputy Permanent Representative of Canada to the United Nations

Michael Grant (BA, Concordia University, 1992) joined External Affairs and International Trade Canada in 1994. In Ottawa, Mr. Grant has held positions in the Central and Eastern Europe, G-7 and Middle East divisions and as Middle East analyst with the Privy Council Office.

More recently, he was director of Foreign Affairs and International Trade Canada's Middle East Division and director general of International Security Policy with the Department of National Defence. Mr. Grant has served abroad in Serbia, Turkey, Argentina and Mexico. In 2012, he became ambassador to Libya. Mr. Grant is married to Heidi Kutz, and they have two children, Samuel and Benjamin.

Scott Nolan Smith @ScottNolanSmith

Associate Director at Portland Communication

Founder & board member of the Digital Diplomacy Coalition

A leader in strategic and digital communications, Scott Nolan Smith is an Associate Director at Portland Communications and a founder & board member of the Digital Diplomacy Coalition. Scott was formerly the Head of Digital Diplomacy at the British Embassy in Washington, previously managed social media strategy for a broadcast bureau in Washington and was a leading voice in the launch of the former political social-news website Politics.com. In addition, he is an instructor in the Executive & Professional Education Program at the George Washington University School of Media and Public Affairs.

Scott earned his Bachelor of Arts degree in Political Science from Hawaii Pacific University and a Master of Arts degree in Diplomacy from Norwich University.

PANEL 2 (11:45 am)

MAKING THE MOST OF SOCIAL MEDIA PLATFORMS

Florencia Iriondo @Floriondo

Editor, LinkedIn

Florencia Iriondo is an Editor on LinkedIn's global editorial team and is based in New York. Florenica focuses on Pulse, LinkedIn's groundbreaking social professional news product, works with LinkedIn Influencers, the top minds in business who blog on LinkedIn, and manages the "Influencer Interviews" video series.

Florencia is passionate about content development in every shape and form and previously served as a Content Planner at MTV Networks. She's worked on various areas within the media industry including: online media, TV production, audiovisual content creation and advertising; understanding and targeting different audiences. Florencia has a B.A. in Communications and Journalism from Universidad Austral and enjoys singing and acting in her spare time.

Liba Wenig Rubenstein @libawr

Director of Social Impact & Public Policy, Tumblr.

Liba Wenig Rubenstein works at the intersection of mass and social media, cause marketing, civic innovation, sustainability, public policy, and digital activism. At Tumblr she leads partnerships, programming, and outreach for social impact and policy. Liba ran environmental sustainability at the old News Corporation, including a strategy to achieve carbon neutrality across the organization's global operations of 100 companies on five continents. Before that, she founded Myspace's Impact Channel for social and civic engagement and managed its Public Affairs team, launching first-of-their-kind initiatives around climate change, Darfur, social fundraising, and the 2008 US Presidential election.

She has served as a member of the World Economic Forum's Global Agenda Council on Sustainable Consumption, board member of the civic engagement organization The Bus Federation, mentor at startup accelerator Launchpad LA, and advisor to non-profits Why Tuesday? and Invisible Children. Born/bred in Brooklyn, and a graduate of Yale University, Liba resides in in Los Angeles with her husband and their cockapoo named Henry.

Sean Evins @Evins

Partnerships Manager on the Government & Elections Team at Twitter

Sean Evins is a Partnerships Manager on the Government & Elections team at Twitter. This team is tasked with driving creative use of the Twitter platform by elected officials, government agencies, and political campaigns internationally.

Prior to joining Twitter in 2012, Sean worked in the U.S. Congress on the House Administration Committee for nearly four years where he focused on franking communications and member and committee services, and served as floor assistant to the Chairman and liaison to House Leadership. He has also held other positions within the U.S. House, U.S. Senate, and the FBI, as well as with the non-partisan Cook Political Report during the 2008 election cycle.

Lexie Riegelhaupt @LexieGRieg

Director of Marketing and Communications, Mashable

Lexie Riegelhaupt is the Director of Marketing and Communications at Mashable. In this position, Lexie oversees communications, media and brand strategy for Mashable. Lexie is responsible for Mashable's consumer and BtoB communications, including editorial initiatives, product launches, business partnerships, and media relations.

Since joining Mashable in 2012, she has grown the company's overall brand awareness and press, and created several strategic partnerships.

PRESENTATIONS (2:35 pm)
TURNING MOMENTS INTO MOVEMENTS

Anna Nelson @ICRC_DC

Spokesperson and Intercross Editor, ICRC Washington, D.C.

Anna Nelson currently serves as spokesperson and head of media relations for the International Committee of the Red Cross (ICRC) in Washington DC. She is also the editor of Intercross – a humanitarian blog focusing on law, policy, and current affairs. Prior to joining the ICRC in Washington, Anna worked as a spokesperson and communications advisor for the ICRC's headquarters in Geneva from 2007 to 2013. Before that, she worked as a journalist for CBS News Paris and the Swiss Broadcasting Corporation.

Anna has travelled extensively as a reporter and as a humanitarian, including assignments to Pakistan, the Gaza Strip, Bosnia-Herzegovina, Azerbaijan, the southern Philippines, and Mali. In 2014, she was given exceptional permission to photograph the ICRC's work inside the detention facility at Guantanamo Bay. She has also spearheaded several strategic communication initiatives, including TEDxRC². Anna holds a bachelor's degree from the American University of Paris and a master's degree in international journalism from City University of London.

Katherine Maher @krmaher

Chief Communications Officer, Wikimedia Foundation

Katherine Maher is the Chief Communications Officer for the Wikimedia Foundation, the organization behind Wikipedia, the largest free knowledge project in human history and one of the world's most popular websites. She is an expert on the intersection of technology, human rights, democracy, and international development.

Prior to joining Wikimedia, Katherine was Advocacy Director for the international digital rights organization Access. She has worked with the World Bank, National Democratic Institute, and UNICEF on technology and programmatic innovation, and has extensive programmatic and policy experience in the United States, Europe, Middle East, Sub-Saharan Africa, Caribbean, Central America, and South East Asia.

Katherine is a member of the Advisory Council at the Open Technology Fund, and the board of the Youth for Technology Foundation, an organization dedicated to improving youth access to technology in the developing world.

Andre Banks @andre_banks

Co-founder and Executive Director, All Out

Andre Banks has spent most of the last decade finding new ways to harness the power of technology to build social movements in the US and around the world. He is the Executive Director and Co-founder of All Out (www.allout.org), an unprecedented alliance between straight, gay, lesbian, bi and trans people committed to building a movement for equality, everywhere. Since 2011, All Out has inspired two million people in every country of the world to join the movement through online campaigns, real world events and viral media.

Andre is also a Senior Advisor at Purpose where he was formerly Partner and Director of Strategy. He was also involved in creating the Purpose Foundation, which incubated All Out. Andre got his start building a national network of student organizers concerned with economic justice at the AFL-CIO. An expanded focus on connecting national movements to global issues led him to Africa Action where he built a national constituency pushing for action on AIDS in the U.S. and in Africa. He moved on to build the media and public affairs department at the Applied Research Center where he led the strategy and managed the development of the online newsmagazine Colorlines.com.

PANEL 3 (3:30 pm)

SOCIAL MEDIA TRENDS FOR 2015

Chris Brown @cbrown035

Director of Social Media Strategy, Storyworldwide

Chris Brown is a social media specialist with over eight years of experience, working across a variety of industries and clients. He is currently the Director of Social Media at Story Worldwide and has previously worked for Grey and The Barbarian Group.

His deep understanding of strategy, creative, execution and analytics have differentiated him in this disruptive and dynamic industry. His work on notable clients like Canon, Red Lobster, and the return of Dallas on TNT have won him multiple advertising awards, including three Cannes Lions, an AICP Next Award for integrated campaign of the year (2012), and a gold Facebook Studios award.

Adam Glenn @AAdamGlenn

Associate Professor, CUNY Graduate School of Journalism

Adam Glenn is an award-winning journalist, media consultant and educator at the Graduate School of Journalism of the City University of New York. During his three-decade-long career, he has worked in every news medium, traveled widely and developed a range of specializations, including digital journalism, social media and environmental issues. An online pioneer since the early 1990s, he has worked in newsrooms in Washington, D.C. and New York, most recently as a senior producer for ABCNews.com. He has also maintained a New York-based independent consulting and training practice, with clients in news media, government, academia and the non-profit sector.

Hayen Brown @HayesBrown

Foreign News Editor and Reporter, BuzzFeed News

Hayes Brown is a foreign news editor and reporter with BuzzFeed News. Prior to joining BuzzFeed News, he served as World Editor at ThinkProgress. An avid tweeter, he's also had his writing on international affairs appear on Foreign Policy and The Week and given commentary on radio and television with the BBC, CBC, and MSNBC among others.

Sree Sreenivasan @sree

First Chief Digital Officer at the Metropolitan Museum of Art

Sree Sreenivasan is the first Chief Digital Officer at the Metropolitan Museum of Art, the latest step in what he calls "a three-decade, one-way love affair with the world's greatest museum." At the Met, he leads a world-class team of 70 working on topics he loves: digital, social, mobile, video, data, email apps and more.

He joined the Met after spending 20 years at Columbia University as a member of the faculty of the Columbia Journalism School and a year as the university's first Chief Digital Officer. In 2009, he was named one of AdAge's 25 media people to follow on Twitter and in 2010 was named one of Poynter's 35 most influential people in social media; in 2014, he was named the most influential CDO in the US.