

Have Dr. Natalie's Speak at Your Company!



Dr. Natalie's latest book on Social Media:

[Like My Stuff!](#)

Monetizing your fanbase:

How to set-up a Facebook store and
Create the strategy to get fans to buy!

[Twitter: @drnatalie](#)

[Dr. Natalie's Facebook Store & LinkedIn](#)

Learn. Share. Grow! Executable Strategy *Speaks*

Dr. Natalie will come and speak to your organization about social media, leadership, motivation, change and innovation...

Want to know...

- Where your social media initiative ranks compared to practices?
- What you are doing well and what you could be doing better? Get a to do list of next steps?
- How to get a return on your investment for social media?
- How to explain why social media is the most important thing that has happened to business in 100 years to executives?
- How to calculate the ROI of your social media and digital communications initiatives?
- How to help your organization deal with change, develop leadership capabilities to take advantage of social media and be on the forefront of innovation?
- How to gain organizational alignment to get a high return on your investment?



Dr. Natalie, is on my shortlist of Social Media experts -- a top-notch, go-to leader — comfortable whether she is on-camera, a webcast, presenting from a conference podium or in C-level client engagements. She has the rare ability to quickly go from strategy to the operational to help you set your focus.

Charles Miller, DIRECTV

Director, Digital Care/Social Media Strategy.

Dr. Natalie has been writing and [speaking](#) about customers, companies and the bottom-line for years. And she continues to lead the conversation in Social CRM, Customer Service, Marketing, PR and Product Development— by her...

- Unprecedented and widely read research and publications
- In-the-field, real-world experience
- Knowledge of disruptive trends and technologies affect your business- (social media & digital communications)
- Maturity assessments for Social Media, Customer Service, Marketing, PR and Digital Communications
- Return on investment models that drive business results

— and by her unique perspective on business and thought leadership which is sought all over the world.

Dr. Natalie's experience? A Forrester Analyst, Chief Strategist for a PR/Marketing Agency, Management Consultant at PWC, Hitachi and BenchmarkPortal and management at Hughes Electronics, GM and GE —and [clients](#) including Sony Pictures, Verizon, Warner Lambert, Pepsi, Cisco, Ingenix, P&G, Juniper, Radian6, GetSatisfaction, Salesforce, eGain, Oracle, SAP ...

Her focus? Helping clients use social media to drive revenue & profits, developing general business strategies and tactical plans as well as creating training & programs for leadership, employee motivation and driving organizational alignment and change.

Dr. Natalie wrote the world's 1st social media ROI model. Her work is quoted in the [press](#) & on [TV](#), she is an Adjunct Professor at USC teaching PR, Marketing, Social Media, Monitoring and is President of Social Media Club Los Angeles.



Contact Kimberly Y. McFarland at (310) 245-4386 kmcfarland@hqsbspeakers.com to book Dr. Natalie for a speech, to develop a course for your organization on motivation, leadership or change, to teach CEO level executives about the business value of social media, to assess your social media initiatives and provide feedback to get the most out of the program and/or calculate the ROI, as well as gain organizational alignment for your current investments to receive the greatest return on the investment for your initiative... whether its social media or not!