

*Incisive and insightful commentary on Social Media issues and trends.
Making the complex understandable – and relevant.*

Randall Craig, CFA, MBA, CMC

Social Media and Web Strategy Expert

Real-world front-line experience

Since 1994, Randall Craig has been advising major organizations on how the web and social media can be used to grow their business, engage their stakeholders, and protect their reputations

9 years at consulting firm KPMG, 6 years starting a company (and later selling it), 3 years as a senior executive at an American public company, and since 2003, President of 108 ideaspace.

Author of 7 books

Social Media for Business, the *Online PR and Social Media series*, the *Everything Guide to Starting an Online Business*, *Personal Balance Sheet Career Planning Guide*, *Leaving the Mother Ship*, and others.



Contact Randall directly to book an interview:
416-256-7773 x101 or
randall@108ideaspace.com

Detailed credentials

RandallCraig.com
LinkedIn.com/in/RandallCraig

Consulting firm

108ideaspace.com

Twitter: @randallcraig

Latest book

OnlinePRSocialMedia.com

Ask Randall about...

- *The latest Social Media sites.*
- *Protecting your reputation on the social web.*
- *Social Media Job Search*
- *Social Media time-wasters.*
- *What about Social Media ROI?*
- *New technologies and new web marketing.*

Relevant and respected

Randall speaks on Social Media strategy and risk across North America. He also lectures MBA students at the Schulich School of Business, a top-ranked global business school, and has 300+ blog posts for story ideas or sidebars. He is an experienced commentator on current issues, and has an extensive national profile on TV, radio, and in print.