

President Barack Obama's Digital Director Teddy Goff to be Keynote Speaker at Inaugural Chief Digital Officer Summit

Goff to Share Best Practices in Digital, Mobile, and Social Media that Helped Re-Elect the President of the United States



NEW YORK, Jan. 31, 2013 /PRNewswire/ -- Teddy Goff, the Digital Director for President Barack Obama's re-election campaign, will be the featured guest speaker at the inaugural Chief Digital Officer Summit on February 28, 2013 at Thomson Reuters located at 3 Times Square in New York City, NY.

Goff was Digital Director for President Barack Obama's 2012 campaign, where he oversaw 200+ people who collectively raised more than \$690 million, generated more than 133 million video views, built Facebook and Twitter followings of more than 45 and 33 million people respectively, registered more than a million voters online, ran the largest online advertising program in political history, built groundbreaking tools for online fundraising and campaigning, and organized hundreds of thousands of volunteers and events through their proprietary organizing platform, Dashboard.

Goff's closing keynote will share best practices from his management of President Obama's digital marketing campaign that included social media, mobile media, and micro-targeting. The digital strategies used by the Obama campaign under Goff's direction were extremely successful and widely credited as being a key factor in the President's election in 2008 and re-election in 2012.

Forbes recently ranked President Barack Obama as the Most Influential Social Media Personality of 2012.

"After what he and his team accomplished in the 2008 and 2012 U.S. Presidential elections, I can think of no better person to teach summit participants about digital, social, mobile, and micro-targeting than Teddy Goff," said David Mathison, founder and curator of the Chief Digital Officer Summit. "His strategies can be utilized by individuals, non-profits, and for-profits alike to increase awareness and improve audience engagement. Arguably, Teddy served as the Chief Digital Officer for the country's Chief Executive."

Gartner Group recently reported that by 2015, 25% of all organizations will have a Chief Digital Officer (CDO).

Goff will close the event that features three keynotes, by Vivian Schiller, Senior Vice President and Chief Digital Officer at NBC News; Jonathan Miller, who was most recently Chairman and CEO of the Digital Media Group and Chief Digital Officer at News Corp.; and David Payne, Senior Vice President and Chief Digital Officer of Gannett Co., Inc.

In addition to the keynotes, the agenda features digital leaders from more than 40 organizations, including Arnold, BBC, Clear Channel, Columbia University, Conde Nast, Disney/ABC, Forbes, Gannett, Harpo Studios, Harvard University, Kaplan Test Prep, Lincoln Center, LiveNation, MIT, NBC, News Corp., Oglivy, PBS, Rachael Ray Digital, ReverbNation, Rogers Communications, Simon and Schuster, Sony Music Entertainment, Universal Music Group, and Wenner Media, among others.

Speakers will share best practices that can be utilized by audience members to help increase competencies in digital, social, and mobile media. Attendees will learn how to implement digital strategies, attract and retain the right talent, use optimal reporting structures, define clear roles and responsibilities, and provide competitive

compensation to excel in the digital age.

The inaugural Chief Digital Officer Summit is sponsored by Chadick Ellig, Inc., MetraTech Corp., and Brightcove Inc. Sponsorship opportunities are still available. For more information, contact info@CDOSummit.com (<mailto:info@CDOSummit.com>).

For more information and to register, visit: <http://ChiefDigitalOfficerSummit.com> (<http://chiefdigitalofficersummit.com/>).

About the Chief Digital Officer Summit

The Chief Digital Officer Summit addresses the challenges and opportunities resulting from digital, social, and mobile media. We convene meetings that include some of the best digital strategists and practitioners on earth, in an intimate, open, collegial, and supportive environment that supports learning, knowledge-sharing, and networking.

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