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Thought Leadership “Shocase Salon” Connects Influencers Across the Marketing World

SAN FRANCISCO – April 14, 2015 – [Shocase](#), Marketing’s Professional Network, hosted a Salon Dinner that brought together C-Level influencers across the marketing world to discuss challenges they face now and trends that will drive the future.

This first Shocase Salon Dinner, held in San Francisco, was an opportunity for top leaders in various marketing disciplines to share ideas and find opportunities for future collaboration.

“As the first dedicated social network for the marketing world, Shocase is becoming the online gathering place for marketers,” said Ron Young, Shocase’s founder and CEO. “The brilliant minds at our Shocase Salon represented some of the marketing stars that can be found on Shocase. The stories and conversations of these industry legends were priceless and we even heard a few new business and partner discussions around the room.”

With 2015 being the first year that Millennials [outnumber](#) the Baby Boomers, Shocase Salon attendees were asked, ‘How are Millennials changing the marketplace for you?’ A lively discussion took place across the multiple marketing disciplines, including: *graphic designers* Primo Angeli and Michael Schwab; *experiential marketing executives* Louise Glasgow, Rod Mickels and David Wilkinson; *advertising creative directors* Chuck McBride and Vince Engel; *branding and identity developers* Alan Brew, John Diefenbach and Courtney Reeser; and *digital and social experts* Renee Blodgett, Kimberly Brooks, Burt Arnowitz, Dave Arnowitz, Shane Ginsberg, Rudy Poat, Matt Silverman, Daniel Stein and Doug Stevenson.

This impressive list of marketing professionals have represented Fortune 50 clients and the top brands in the world, including: Apple, AT&T, Bank of America, BMW, British Airways, Cisco, Citibank, Coca-Cola, Disney, FedEx, Intel, Microsoft, Mercedes, Nike and Visa, to name a few. A photo gallery of the event can be found [here](#).

“The integration of marketing disciplines is a real hot topic, especially with the challenges of marketing to Millennials,” added Young. “The ideas discussed by this group were inspiring and demonstrate the creativity generated when marketers from different disciplines come together. I’m truly excited to see the collaborative results that come from this dinner and the Shocase community overall.”

Shocase is the first-of-its-kind professional social network that allows its marketers to be inspired by the industry’s best, effectively display their best work and actively engage with marketing colleagues. The network also enables members to stay informed of the latest news and trends that impact their professional lives, build new working relationships and ultimately grow their business.



About Shocase

Shocase is Marketing's Professional Network. Built to feature, connect and promote marketing professionals from all disciplines, Shocase functions seamlessly as a social network, professional crowd-sourced marketing archive and personalized online portfolio. Most importantly, Shocase is the place marketers come to discover and be discovered by the people who can advance their business and careers. Watch our demo [video](#) to learn more about Shocase.

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