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Shocase Assembles 100+ Thought Leaders Marketers Need to Follow

Expert Insights to Help Shocase Members Navigate the Ever-Evolving World of Marketing

SAN FRANCISCO – April 13, 2016 – [Shocase](#), Marketing’s Professional Network, today unveiled its Shocase Thought Leaders program, made up of over 100 of the most influential authorities across all of marketing. The Shocase Thought Leaders program includes seasoned leaders with both agency and brand experience in all marketing disciplines, including:

Advertising: [Chuck Porter](#), partner/chairman of Crispin Porter + Bogusky

Branding: [Claude Salzberger](#), founder/president of MBLM

Digital Marketing: [Ian Schafer](#), founder/chairman of Deep Focus

Entertainment Marketing: [John Harrobin](#), CMO of NBCUniversal

Event Marketing: [Louise Glasgow](#), executive producer of Maker’s Faire

Graphic Design: legendary graphic designer [Steff Geissbuhler](#)

Media: Techonomy founder and former *Fortune* technology reporter [David Kirkpatrick](#)

Packaging Design: world-renowned designer [Primo Angeli](#)

Public Relations: [David Armano](#), global strategy director at Edelman

Shopper Marketing: [Joe Lampertius](#), Global CEO, Shopper Marketing at Grey

Social Media: [Jim Tobin](#), president of Ignite Social Media

These industry veterans and their [fellow Shocase Thought Leaders](#) offer a broad knowledge base that is unmatched in the marketing world. Their observations and work will be delivered to Shocase members through content on the site, such as blog posts, video interviews and podcasts to address the day-to-day challenges facing marketing professionals.

“Emerging marketing technologies integrating big data, social and mobile are creating new types of consumer-brand interactions,” stated [Ron Young](#), Shocase Founder and CEO. “With new practitioners coming on-line daily, selecting the best tools and partners is critical to marketers. The Shocase Thought Leaders program enables our members to follow and learn from marketing geniuses during the greatest period of disruption in the history of marketing.”

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. The Shocase mobile iOS app is free to download from the Apple App Store or by visiting [iTunes](#). Watch our demo [video](#) to learn more about [Shocase](#).

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