



Laura Fitton

Prominent "Micro-blogger" and Social Media Consultant

TOPIC: Technology/Media

SUBTOPICS: Innovation; Marketing and Sales

BIOGRAPHY

Laura "@Pistachio" Fitton is leading the charge of sussing out intelligent and productive business uses of emergent technologies like Twitter, where she is read by thousands of community members. The first to publish a white paper on "Enterprise Microsharing" (popularly called "Internal Twitter"), she also writes for and runs the TouchBase blog and is an early beta tester of Seismic and Qik. She re-launched Pistachio Consulting in September 2008 to connect businesses to new ideas and innovations using all the tools of microsharing. Pistachio comprises the TouchBase blog (covering business use of microsharing), the TouchBase Link Blog (stream of Twitter and microsharing articles for businesspeople, wherever they are published), serves clients like Ford Motor Corporation, PeopleBrowsr, The Sister Project, Transplant-1 and CommuNteligence, and recently authored *Twitter for Dummies* for Wiley publishing.

Laura's innovative use of social media has gotten the attention of the top minds in technology, as profiled by *Naked Conversations* author Shel Israel for his Global Survey. Her work is featured in five books published in 2008 including Seth Godin's *Tribes*, Liz Lynch's *Smart Networking*, Paul Gillin's *Secrets of Social Media Marketing*, and Julio Ojeda's *Twitter*

Means Business. Laura has also been quoted in *The New York Times Magazine*, *BusinessWeek*, *The New York Times*, *The LA Times*, *Entrepreneur Magazine*, *Newsweek.com*, *Inc.com*, *FastCompany.com*, *The Huffington Post*, *TechCrunch*, *ReadWriteWeb*, *CIO Magazine*, *CNET*, *ZDNet*, *ComputerWorld* and many other magazines, publications, web shows and blogs. She speaks on business use of microsharing for private clients and at technology conferences. She has guest lectured at Bentley College, Clemson and Emerson.

Laura is a magna cum laude graduate of Cornell University's eclectic College Scholar program. In "past lives" she studied science writing with Carl Sagan, rock climbed, sailed on a schooner, raised a niece, ran a hobby farm, traveled and lived abroad.

Today she lives in Boston with two toddler daughters and a giant Leonberger. She practices Ashtanga yoga and plays ice hockey in her "spare" time, and is a stroke survivor dedicated to raising awareness.