



Technology Revolution: The Future of Now
Wednesday at 8 AM Pacific/11 AM Eastern
June 24th 2020: Your Social Media Brand: Helping or Hurting Your Career, Business, Life?

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Wednesday at 8 AM Pacific/11 AM Eastern Time on VoiceAmerica Business Channel

The buzz! themuse.com "Social media can also be a powerful tool for your professional life...build your personal brand, grow your network, establish yourself as an expert in your field, or give prospective employers a glimpse into your personality. It can also be full of pitfalls. More employers...check candidates' social media profiles before hiring...screenshots of status updates and tweets mean your electronic words can live forever, even if you delete them later...not just your own posts —your activity, including those stealth "likes," can come back to haunt you, too... every post you've liked, comm

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Featured Guests



Ashley Welch

Ashley Welch has spent her 25-year career in sales working with global companies to inspire collaboration & innovation. She co-founded Somersault Innovation with Justin Jones in 2015 to put the tools of Design Thinking into the hands of sales professionals. Their Sell by Design™ methodology not only reduces the time it takes to get the first meeting, build pipeline, and increase deal size, it also fosters creativity and drives deeper human connection in an era of automated response. Their clients include Microsoft, Salesforce, Oracle, Hubspot, Forrester Research & more; Ashley is a frequent speaker at conferences such as Dreamforce, Rainmaker, Rev2020, AAISP, SaaStra & others. She is also th

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Stuart Paap

With a focus on science and technology companies, Stuart Paap helps entrepreneurs and executives perfect their pitches and presentations. Whether they're sharing a new business idea with colleagues, speaking with external partners, or pitching to investors, effective communication is not just about winning over the room; it's about getting buy-in beyond the meeting. In addition to working with corporate clients (Vertex, Microsoft, EMD Serono), and helping startups raise tens of millions of dollars, Stuart also leads workshops for universities and technology incubators, including the Harvard iLab, the MIT Enterprise Forum, Masschallenge, the Capital Network, McGill's X-1 Accelerator and more.

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Loic Simon

Loic Simon, Founder, SocialSellingForum, is convinced that Sales Transformation is a must and that Social Selling can make it a reality

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Sylvie Lachkar

Sylvie Lachkar has worked her way up the ranks of the major technology companies (software publishers, manufacturers, consulting firms) over the past 29 years, in marketing, partner management, business development and training roles. She now runs the Social Selling program for EMEA (Europe, Middle-East, Africa) and manage the social amplification of SAP Digital Transformation Office thought leadership content. For the last three years, she has worked in Europe, supporting sales teams in their use of social media. She is an expert in networking, and therefore knows how to use social networks to their full, powerful potential.

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