



Coffee Break with Game-Changers

with your host **Bonnie D. Graham**



Coffee Break with Game-Changers, presented by SAP
Wednesday at 8 AM Pacific/11 AM Eastern
September 19th 2012: Building a Social Community: Tell Me a Story!

Social communities and storytelling. The connection? Ask the experts. Rachel Happe, The Community Roundtable: "Social communities leverage an increasingly expensive asset - people - by allowing them to work out loud, connect with more people, establish trust, and find relevant information and solutions more quickly. Our job as community sponsors is to co-create value and be the storytellers of that value. It is no longer a story about us alone, but about that collaborative journey." Sean O'Driscoll, Ant's Eye View, "Social engagement is a journey with defined stages leading to the fully enga

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Featured Guests



Rachel Happe

Rachel Happe is a co-founder and principal at The Community Roundtable, a company dedicated to advancing the business of community by providing education, training, research and advisory services to community and social business leaders. Rachel has over fifteen years of experience working with emerging technologies including enterprise social networking, ecommerce, and enterprise software applications. She has served as a product executive at Mzinga, Bitpass, and iDe, and as IDC's first analyst covering social technologies. Rachel started her business career as an analyst at PRM. She serves on the Enterprise 2.0 Conference Advisory Board and as an Isis Parenting Fellow. Follow Rachel at [-->](#)

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Sean O'Driscoll

Sean O'Driscoll is the co-founder and CEO of Ant's Eye View, leading efforts to evolve and recruit the best talent to meet client demands. He works with enterprise clients covering the financial services, insurance, computer hardware, software, network, telecom, retail, food and beverage, and professional services industries. Experienced in working with senior level executives in marketing, corporate communications, support and business operations, Sean focuses on envisioning, transformation and strategic direction. Previously, in his 15-year career at Microsoft Corporation, he was most recently General Manager, Community Support Services, responsible for developing social media and communi

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Mark Yolton

Mark Yolton is the Senior Vice President of Digital, Social, and Communities at SAP, the world leader in enterprise software. His responsibilities include managing and leading the SAP Community Network, SAP.com, SAP's presence on social media, the community-based TechEd event series, and social media tools and governance. Mark joined SAP seven years ago, by way of Sun Microsystems, PeopleSoft, Oracle, and Unisys, where he held field, regional, and headquarters roles in marketing, communications, the web, and eBusiness. He is a frequent speaker and blogger and can be found online @MarkYolton, on the SAP Community Network, and on LinkedIn. A recent interview with Mark is featured in the MIT SI

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