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Coffee Break with Game-Changers
with your host **Bonnie D. Graham**

Presented by **SAP**

Coffee Break with Game-Changers, presented by SAP
Wednesday at 8 AM Pacific/11 AM Eastern
February 05th 2014:Social Media Compliance: Time for Regulation?

The buzz: Social regulation? Social media has given customers a powerful voice that can make or break your brand reputation in a virtual heartbeat. If you've suffered their slings and arrows, did you succumb to the temptation to fire back? Hold the presses. Let's evaluate social risks, rewards and regulation. The experts speak. Raluca Druta, TEC: "Instead of seeking the explanation in a general conception of the law [...] it seemed to me far wiser to look at the workings of Power. I was concerned not with some omnipresent power,[...] but with refinement, the elaboration and installation sin

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Featured Guests

Raluca Druta

Raluca Druta is TEC's HCM analyst. She holds a graduate diploma in computer science, and brings in-depth knowledge of various industries and their related business fields to her research. She has experience as a consultant for IT firms in the areas of conflict management resolution, and recruiting and staffing. Raluca has also implemented feedback management software and trained end users and administrators in higher education institutions. She is proficient in project management, and has a working familiarity with employee issues common to higher education, IT, retail, and manufacturing. Previously Raluca was a professional services consultant with the Montreal-based feedback management s

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Tim Barker

Tim Barker serves as Chief Product Officer for DataSift, focusing on product and market strategy. Tim has more than 20 years of experience in the enterprise software market, spanning CRM, collaboration, and content management. Tim joined DataSift from salesforce.com, where he served as VP Marketing EMEA. He has founded three successful startups, most recently Koral, a content collaboration startup that was acquired by salesforce.com in 2007.

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Todd Wilms

Todd Wilms is the Head of Social Business Strategy at SAP. A 20-plus year marketing executive, he has held leadership roles with some of the best known brands in the world, such as eBay/PayPal, PeopleSoft, agency GPJ, and IBM. Todd is a recognized industry influencer in social media and is widely quoted around the globe. He shares his views on Forbes, the CMO Club, and Brand Innovators. Todd is seriously considering getting a dog in 2014.

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