



Jacob Botter

Founder, Wemind

Jacob has no formal education, but since he is probably not like anyone you've met before, that doesn't matter. He is the founder of Copenhagen-based consultancy Wemind that helps organisations around the world involve their customers or colleagues through social media. He was one of the first people to podcast, tweet and blog, and along the way he's been reflecting on what it means for business. Since 2005 he has been consulting businesses and prime ministers on how to use social media.

Invite Jacob to your event for a jolt of inspiration on how you could radically change the way you do business through social media and start building your organisation's social capital. Jacob brings to life examples of how companies like Skype and Threadless are disrupting entire industries through a completely new model of doing business. We guarantee you'll be left with at least five new ideas on how to improve your business, once Jacob has left the room.

Strong Beliefs

How to strengthen internal culture through social media

Boost collaboration at work through new tactics such as crowdsourcing and social media

Building customer loyalty by identifying your fans and building your community using social media

Fly to the cloud – how crowdsourcing and cloud based technologies can build a much more agile and IT-department-free business

Digital disruption – how and why the business world is having to re-engineer itself in the digital age

Themes

Heute denken, morgen fertig (German for: don't think too much, go execute!)

It's impossible to have all the answers inside your business, you need to involve other people (whether you like it or not!)

Contact

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