

Michael Leifer

Area of Expertise: Social Media

Michael Leifer, CEO and Cultural Anthropologist, influenceXchange (www.influenceXchange.com) is a serial entrepreneur and social media expert. He helps to design and execute integrative communication and engagement strategies to build and grow markets for brands, governmental agencies and causes. Michael Co-Founded and Merged guerilla PR (www.guerillapr.com) into influenceXchange earlier this year, which he ran for 9 years and which won the 2008 Ad-Tech Best Social Media Marketing Campaign Award for their work with Wacom Bamboo which acquired 100 million impressions, 20,000 unique drawings and 2 million unique votes within 6 weeks. Some of guerilla's clients included: Coca-Cola, Sony, Nestle, General Mills, Red Bull, Warner Bros, Fox, Atari, Carl's Jr, and others. Before guerilla PR, Michael Co-Founded and was the Principle of C3live, a Webcasting and Syndication Company that partnered with Yahoo! and Microsoft to produce A-list celebrity-laiden exclusive events at Hotels and worked with Viacom companies such as MTV. Michael is also the Executive Director Emeritus of Erin Brockovitch's Cancer411.org (www.cancer411.org) which had the number 1 - 3 top search results on Yahoo! for "cancer" in 1999. Mr. Leifer was also a Founding Member of the UCLA, World Arts and Cultures Major and is the President Emeritus of the Honor's College.

