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Steve Elmore Joins 7Summits as Vice President of Social Business Strategy

Addition Boosts Agency's Social Business Transformation Capabilities

MILWAUKEE (August 13, 2012) – Social business agency [7Summits](#) today announced the addition of social business visionary Dr. Steve Elmore. As Vice President of Social Business Strategy, Elmore will develop 7Summits' industry-leading social business services with new concepts, trends and models to impact organizational collaboration and effectiveness.

Elmore joins 7Summits with extensive social enterprise experience, most recently serving as Social Enterprise Business Architect at Appirio. There, he led the development of collaboration and information strategies for some of the world's leading financial services and manufacturing companies. Elmore performed comprehensive analyses of the factors that affect social enterprise strategy and design, such as capacity for organizational collaboration, leadership paradigms, heuristics, employee engagement, demographic influence, technology adoption and user experience.

"Steve is a leader in the development of social enterprise collaboration and he has proven success as a trusted advisor to many of the world's leading global organizations," said RJ Reimers, Executive Vice President of 7Summits. "As Vice President of Social Business Strategy, his role will be critical to guiding 7Summits' leading social business service and strategy. We look forward to the innovation and industry-changing strategy he'll allow us to provide to our client base."

His professional background includes technology, product, operations, sales, and marketing leadership roles in Fortune 500 companies and start-ups. Elmore's professional achievements have included the design and development of social enterprise SaaS solutions and providing thought leadership for the development and utilization of collaborative technologies. He previously partnered with IDEO to co-develop a user-centric designed social enterprise platform. At Cisco, he was the business architect of the largest corporate external facing wiki for customer support and developed essential thought leadership on wiki implementation, usage and evangelization, as well as created advanced systems for wiki-based program management.

"7Summits' rise as the leader in social business strategy makes it the ideal place for transforming businesses and their social efforts. The team, which includes some of the leading minds in the social business segment, and remarkable portfolio of clients only add to 7Summits' appeal," said Elmore. "I look forward to further developing 7Summits' services and pushing the limits in social business with this extraordinary team."

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Elmore holds a Doctorate of Business Administration and an MBA in Global Management. He has taught and developed courses in graduate marketing, communications, management principles and ethics. Elmore has been published in the Journal of Leadership Studies and is also an alumnus of Harvard University's Graduate School of Education Learning Innovations Laboratory (LILA). He's served on private and not-for-profit boards, has over a decade of entrepreneurship, and is a veteran of the U.S. Air Force.

About 7Summits

7Summits, www.7SummitsAgency.com, is a Social Business Agency founded in 2009 to help clients engage customers, partners and employees to help grow their business. 7Summits' solutions deliver results by improving both social relevancy and community enablement. The firm refers to this approach as Applied Social Media, and has helped many Fortune 1000 brands to become more socially connected organizations. 7Summits offers deep expertise in social business strategy, community experience design, platform development, and community activation.

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