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## Social Business Evangelist Joins 7Summits Team as Vice President

*Susan Scrupski brings record of industry-leading enterprise expertise to role as Vice President of Social Business Advocacy*

**MILWAUKEE (October 1, 2012)** – [7Summits](#), a trailblazer in social business strategy and solutions, has added industry luminary Susan Scrupski as Vice President of Social Business Advocacy. Her addition heralds a deliberate focus on advocacy for the 7Summits brand itself, as well as the worldwide market opportunity for social business.

One of *Fast Company's* "Most Influential Women in Technology," Scrupski joins the 7Summits team with extensive experience in the social enterprise industry.

"Social business is maturing to a higher plateau of business relevancy and 7Summits is hitting its stride at the right time," said Scrupski. "7Summits has established itself as a fast growth company and the team has earned a reputation for outstanding customer satisfaction and business results."

7Summits CEO Paul Stillmank said Susan is a monumental addition to the team, bringing proven leadership with a strong, action-oriented reputation.

"Susan's philosophies and passion surrounding social business are a perfect match for 7Summits," said Stillmank. "As Vice President of Social Business Advocacy, she will play a pivotal role in expanding 7Summits' solutions. The topline revenue opportunity and bottom-line productivity improvement that come from consumer influence and employee collaboration lie in unleashing people to create, compete and innovate in entirely new ways. Susan has been an ambassador for adoption of social technologies for business and now she'll work with our teams to help clients activate these solutions at a whole new level."

Scrupski is a renowned industry analyst, spending over 20 years tracking developments, vendors, tools and technologies, and highlighting tech trends that improve business performance. Her insights have been featured in industry research, as well as mainstream media such as *The New York Times*, *Businessweek*, *The Wall Street Journal* and CNBC. Scrupski also served as a board member to the Enterprise 2.0 Conference, the Consumerization of IT Conference, and WorldBlu.

In her most recent role, she launched the industry's first global community dedicated to social business practitioners and conducted groundbreaking research on the burgeoning social business sector. After founding The 2.0 Adoption Council, now the [Social Business Council](#), Scrupski provided members with relevant, actionable information to help early adopters succeed with their enterprise social initiatives. The council, which has been deemed an invaluable resource for the industry because of its collaborative learning structure, is a network of over 400



business and IT leaders from large organizations engaged in implementing social business strategies, programs and technologies.

In her over 20 years of experience, Scrupski has also worked at companies such as Dachis Group, SoCo Partners, nGenera Corporation, IT Services Advisory, CMP Publications, Ogilvy & Mather, and EDS.

“7Summits is the only full-service player in the U.S. market serving the full spectrum of social business customer needs,” said Scrupski. “There is tremendous room for growth with this agency and I am ecstatic to have the opportunity to be a part of it.”

Scrupski will be sharing more than a glimpse into 7Summits’ leading social strategy and solutions at the upcoming [JiveWorld12](#). 7Summits has sponsored JiveWorld since its inception and is a Platinum sponsor at this year’s event being held in Las Vegas, October, 9-11.

To find more information on Scrupski or how to set up a conversation with her at JiveWorld12, please visit [www.7SummitsAgency.com](http://www.7SummitsAgency.com).

#### **About 7Summits**

7Summits, [www.7SummitsAgency.com](http://www.7SummitsAgency.com), is a social business agency founded in 2009 that helps clients engage customers, partners and employees to help grow their business. The company works with numerous Fortune 1000 brands that leverage 7Summits’ social business solutions to transform key business processes and become fully networked enterprises. 7Summits offers deep expertise in social business strategy, community experience design, platform development and integration, as well as community activation.

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