Livefyre Founder and CEO Jordan Kretchmer to Speak at Fall Social Media and Technology Events

*Sessions include New Ad Revenue Models for Social TV and the Future of Native Advertising*

San Francisco, CA (PRWEB) September 05, 2013 -- Livefyre, provider of the leading real-time conversation and social curation platform, today announced that its Founder and CEO, Jordan Kretchmer, will be speaking at three key Industry events this fall on the topics of social data, social TV and the future of native advertising. These speaking engagement include:

Social Data Week - San Francisco, CA
Monday, September 16th / 1:00 to 2:30
Social Data Week brings experts together to discuss various perspectives on the future of social media and how to turn social data into a strategic advantage. Kretchmer will be joining the panel, “Transformation in the Age of Social: A View From The C-Suite” and sharing his thoughts on how social has influenced the role of the CEO, from how they think about markets and product development to how they communicate with consumers, investors and media.

To register and for more information: [http://socialdataweek.com/events/san-francisco](http://socialdataweek.com/events/san-francisco)

DMW Video: Future of Television - New York, NY
Wednesday, September 18th / 12:00 to 12:40
Television industry leaders attend this event to hear innovators discuss how content, distribution, advertising, technology innovation and social engagement are transforming the world of television. Kretchmer will be discussing social native ads and the metrics used to measure consumer impact as part of the panel, “New Advertising Models for Social and Connected-TV”.

To register and for more information: [http://dmwvideo.com/](http://dmwvideo.com/)

Media and Technology Summit - New York, NY
Wednesday, October 23rd / time TBA
This one day conference attracts leading media executives, entrepreneurs and investors to discuss emerging trends and innovations in entertainment, mobile, big data, social cloud, social media and eCommerce. Kretchmer will be leading a fireside chat on the future of native advertising, with insights from a major publisher and global brand on the opportunities and challenges that this new format presents.

To register and for more information:

To arrange an interview with Kretchmer please contact: Colleen@livefyre.com

About Livefyre
Livefyre helps companies engage consumers through a combination of real-time conversation, social curation and social advertising. With Livefyre, brands can integrate real-time social content into their websites, mobile apps, advertisements and television broadcasts to increase viewer engagement, boost website traffic and drive...
revenue. As the fifth largest network online, Livefyre is powering real-time social experiences for over 400 leading brands including American Idol, AOL, Bravo, CBS, Conde Nast, Dow Jones/WSJ, FOX Sports, Mashable, NASCAR, Showtime, Sony Playstation, Sports Illustrated, The New York Times and Universal Music Group.

Founded in 2009 with offices in San Francisco and New York, Livefyre was named one of the best places to work in the Bay Area by the San Francisco Business Times. For more information, visit www.livefyre.com or follow us Twitter and Instagram at @livefyre.
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