

Successful Women in Business Meet Up and Listen to Charlene Li

Jackie Bassett, CEO of BT Industrials, a company that designs innovation strategies for CEOs, recently held a dinner/conference in Boston for Women CEO's. The theme this year was "Calling All The Warren Buffetts Of This Economy!". Charlene Li (pictured left), Co-author of the best selling book, "Groundswell", and now CEO of [Altimeter Group](#) was the key speaker, attending via Vidyo call, from California.

Jackie told me that Charlene, who recently was awarded "Visionary of the Year" along with her co-author Josh Bernoff by The Society for New Communications Research shared these insights: Social Networking is really about leadership. Leaders are not a "title". Leadership has no boundaries. It's about growing long term relationships centered on trust with your customers. It's about having genuine conversations with your customers and having the courage to be innovative. It's about being revolutionary.

The group included a number of experienced women CEO's who contributed stories about their experiences. Josee Morin (former CEO) of Myca showed how social networking has accelerated demand for her company's software and is changing the way doctors deliver healthcare, for the better. Meredith Flynn-Ripley, CEO of Integra5, spoke on how her company is bringing real-time communications experiences spanning TVs, PCs and mobile and landline phones. Lisa Stanton, CEO of Monitise Americas is growing Monitise Ecosystem within the US through the delivery of mobile banking and payment services that cater to the needs of the mass market. Jill Whalen, CEO of High Rankings, shared how her search engine optimization company has been delivering her "social networking" expertise before we even called it social networking. Vicki Rellas, a former CEO now COO of Mom Central, told some amazing success stories that Mom Central and their Fortune 500 clients have had working together with the Mom community. The success stories that each of these women CEOs shared carried a theme identical to what makes a company's social networking strategy effective: success takes leadership, trust, genuineness and courage.

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