



## Bio for Debbie Weil (updated June 2007)



Debbie Weil - known as the Mona Lisa of Blogging - is a corporate and CEO blogging consultant and author of **The Corporate Blogging Book: Absolutely Everything You Need to Know to Get It Right** (Penguin Portfolio 2006) available on Amazon and at major booksellers. She also writes [www.BlogWriteForCEOs.com](http://www.BlogWriteForCEOs.com), a Technorati Top 10,000 blog considered one of the most influential blogs about business blogging.

Her clients range from Global 100 and Fortune 500 companies to professional associations and small businesses. She helped **GlaxoSmithKline** launch the official corporate blog for **alli** (*pronounced ally*), the first over-the-counter, FDA-approved weight loss product – and continues to work with them on the blog at [www.AlliConnect.com](http://www.AlliConnect.com).

She consulted with MACPA (Maryland Association of Certified Public Accountants) to launch their blog at [www.CPASuccess.com](http://www.CPASuccess.com). And recently ran a workshop on corporate blogging and social media for the American College of Radiology. She has parsed the implications of Web 2.0 and social media (blogs, podcasts, video, wikis, RSS) for thousands of executives throughout the U.S. and in the UK and Europe. She will be speaking in China in October 2007 to mark the publication of her book in Mandarin Chinese.

Debbie has a unique background as a veteran journalist with an MBA and corporate marketing experience (she previously worked for Network Solutions, Inc.). She publishes an award-winning e-newsletter, *WordBiz Report*, read by nearly 20,000 subscribers in 87 countries.

She has been quoted in *The Wall Street Journal*, *Fortune*, *The New York Times*, *CNN.com*, *BusinessWeek.com*, *The Washington Post*, *The Guardian* and numerous other publications. She was featured on a TV segment - "Finding a Job Through Blogging" - that aired recently on network affiliates across the country. She has also appeared on SkyNews in the UK.



A graduate of *Harvard* with a degree in English, she has an MBA from *Georgetown University* and a Masters in Journalism from the *University of Wisconsin*. She is based in Washington DC.

Site: <http://www.debbieweil.com>

Blog: <http://www.BlogWriteForCEOs.com>

Newsletter: <http://www.WordBizReport.com>

Book: <http://www.TheCorporateBloggingBook.com>