



Dorothea Bozicolona-Volpe, Principal and Founder, Social Espionage

Dorothea Bozicolona-Volpe was born in New York City to French and Italian parents. Her Father's passing caused her family to move to Europe where she became somewhat of a nomad. She has lived in Italy, France, Germany, Japan, Sweden, The Netherlands and the United Kingdom.

Dorothea is a strategic digital marketing executive who is fluent in 4 languages and specializes in developing business through digital, influencer and social media marketing for the world's most memorable brands. **Dorothea** teaches marketers and business leaders how to increase value and develop strong relationships between brands and fans.

There are 4 distinct areas of her business:

- **eCommerce:** Deep understanding of taking Big Data to inform and implement UX, CRM, IoT, and AR/VR programs to assist in buyer decision making
- **Employer & Personal Branding:** For c-suite executives, recruiters, legal and medical professionals, entrepreneurs and celebrities
- **ESN (Enterprise Social Networking):** Creating integrated customer & employee engagement for communities.
- **Marketing Strategist:** Digital Transformation, Human Resources, Social Media, Digital, Influencer, Referral, Loyalty and Content Marketing Strategy

Additionally, Dorothea has appeared as a social media strategy subject matter expert on CBS and CNN.

Dorothea is an avid skateboarder who tweets to relax. Follow Dorothea on Twitter & Instagram @socialespionage

Some of her clients include: The Falcons NFL Team, Atlanta United Major League Soccer team, AMB Sports and Entertainment, MPI EMEC, NABIP, TECHWELL, Emory

Goizueta Business School, York University Continuing Education, DesignThinkers.com, Caterpillar Inc., NorthStar Meetings, The Talent Board, Kettering Executive Network, GSMI Web, PCMA Canada, SOURCECON, Adidas, UBS, EO Portland (Accelerator), BIZBASH/Connect Meetings, MPI-Meeting Planners International, Proof Of The Pudding, The Grammys, InspireME Monte Carlo, Allergan, Drive for COPD, DeKalb Surgical Associates, NFHS Networks/PlayOn Sports, Variant Malibu, InterContinental Hotels Group, Ogilvy and Mather, Reader's Digest, Qualcomm, Turner Network Television, IHRIM, Dealer Tire, Dent Wizard International, University of North Georgia, Laminar Flow, Baron Weather (Ashley Gann), Home Depot, Dealer Tire, SITE Canada, SITE Global, DeKalb Surgical Associates, University of Louisville, KY, State University of New York (NYIT), IBM (Watson / Weather Channel), Doggieville Montreal, Entrepreneurs' Organization (EO), The Corcoran Group, Jobvite, DAFC (Development Authority Of Fulton County) BlogPaws/Petco, iCIMS, Randstad, Hire Profile, Gramarye Media, Eyemail, Ichter Davis, Manpower, AkzoNobel, Beaumont Products, Crowley Maritime/ Crowley American Transport, Concentra Urgent Care, Elizabeth Arden Spa, CP Kelco, Splunk, Lenovo, Salesforce, Centers For Disease Control, COPD Foundation, Dolby Labs, IBM, Greenberg Traurig, Hall Booth Smith, PC, L'Oreal, Tory Burch, BCD Group, Entrepreneurs' Organization, GDS International CIO/CMO Summits, CMO Club, Young President's Organization, World50, BlogHer/SheKnows Media, Mint, Emirates Airlines, AlphaBoost (Vaynermedia), Cisco, Ceridian, Keller Williams, Capital One Bank, Auto Nation, ING, Ron Clark Academy, Goldman Sachs, Stonewall Creek Vineyards, AJC International, Bodyology Wear, JES Holdings, Purina, Toscan Atelier, Waffle House, Assurant Solutions, American Music Awards, Oprah Winfrey Network, Clarins, Park 'n Fly, Ortec, Boy Scouts of America, Mashable, Ryan Seacrest, Ryan Seacrest Productions, Chrysler, The Weather Channel (IBM), Tumblr, Mercer, AT&T, American Marketing Association, Relevant Ventures, Coca-Cola and Powerade.