Neville Hobson

Social Media Strategist
The Internet Society

For nearly 30 years, Neville Hobson has been a voice of experience and influence when it comes to speaking about digital technologies, disruptive change in workplaces and marketplaces, relevant trends to pay close attention to, and what it means for businesses.

Since 2000, his career has focused on developing understanding of complex business, communication and transformation issues that embrace social, digital and cognitive technologies. He connects this expertise with a career in traditional public relations, marketing communication, employee, compensation and benefits communication, and investor relations.

In 2016, he worked for IBM as a Senior Managing Consultant based in London. During his time at IBM, he led a mobile apps development team to create and bring to market mobile apps designed to provide enterprise clients with effective tools that connect employees and stimulate their engagement as part of business transformation and change management programmes.

As an independent communication consultant, Neville helps organizations leverage his experiences, knowledge and subject-matter expertise of transformational business issues. He helps clients create and execute effective digital communication and engagement strategies; understand the rise of artificial intelligence and its impact in workplaces and marketplaces; and how to leverage social media for stakeholder nurturing and development.

Neville co-presents the monthly *Small Data Forum Podcast* that he started with Thomas Stoeckle and Sam Knowles in the summer of 2016, the goal of which is to help listeners make Big Data less intimidating, more actionable and thus more valuable. He also

continues to present a monthly edition of *The Hobson & Holtz Report* podcast with Shel Holtz that began in 2005.

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