

As GroupM's Global Social Head, Amanda is responsible for driving the practice and investment and has been leading social media strategy and activation at GroupM since 2010. Amanda sits on various product panels with top global social platforms, continuing to help steer the industry ahead and evaluate new tactics and opportunities for clients. Presently, her work is focused on advancing social commerce strategy and regional/global measurement. Amanda previously ran social for North America, based in NYC, and recently established GroupM's Social operations framework in APAC, based in Singapore.