



T E C H P O I N T

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TechPoint Bringing Facebook Executive and Spokeswoman to Speak at Innovation Summit, Open Call for Presenters

Randi Zuckerberg, director of market development for Facebook – and CEO Mark Zuckerberg’s sister – to deliver keynote at Nov. 8 technology event

Submit ideas for breakout sessions, panels and other Innovation Summit activities here:
<http://www.techpoint.org/presenter>

INDIANAPOLIS (May 20, 2011) — TechPoint’s 2011 Innovation Summit will feature a keynote address by Facebook Spokeswoman and Director of Market Development Randi Zuckerberg – who is also Founder Mark Zuckerberg’s sister.

Named No. 45 on *Hollywood Reporter’s* list of “Digital Power Players,” Zuckerberg is no beneficiary of arbitrary nepotism; she works on the marketing team at Facebook, where she manages partnerships related to media, news & current events, and non-profits. She has led the company’s U.S. election and international politics strategy, in addition to managing media partnerships with companies such as ABC News and CNN. Previously, she worked at Forbes as part of the news show, “Forbes on Fox” and authored the book “Spark Your Career in Advertising.”

Zuckerberg has made appearances on CNN, Good Morning America, The Today Show, and World News to discuss Facebook’s marketing and political initiatives. Most recently, she represented Facebook as a correspondent for CNN’s Inauguration Day, the State of the Union, and Michael Jackson Memorial live broadcasts. Zuckerberg holds a bachelor’s degree in psychology from Harvard University.

“It’s quite a coincidence that we are announcing Facebook’s Randi Zuckerberg as our Innovation Summit keynote on the day after LinkedIn went public and the news cycle is full of conjecture about Facebook doing the same sometime in the next 12 months,” said Jim Jay, president and CEO of TechPoint. “Facebook’s global impact and dominant role in everything from the Arab Spring to disaster response in the Pacific Rim, and from entertainment to politics and commerce, makes Zuckerberg an exceptional choice as keynote speaker.”

TechPoint’s annual Innovation Summit brings together hundreds of Indiana entrepreneurs, high-tech executives and policymakers for learning, dialogue and discussion on the central challenge of today’s economy – turning today’s ideas into tomorrow’s business breakthroughs. Startups, universities, service providers and established companies alike showcase their latest breakthroughs in display booths at the Innovation Exhibition, which is held adjacent to the keynote at the Indiana Convention Center.

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In addition to Zuckerberg's keynote remarks, Innovation Summit will feature breakout sessions on a variety of issues for which TechPoint is now issuing a call for presenters. Past sessions have included panel discussions on innovation in specific industries and workshops on how to spark innovation within organizations. TechPoint is reaching out to statewide technology and entrepreneurship communities for new ideas, new formats and new presenters to participate in this year's Summit. TechPoint is requesting all presenter ideas be submitted by June 3, 2011. The call for presenters form can be found at: <http://www.techpoint.org/presenter>

The 13th annual TechPoint Innovation Summit will take place on November 8, 2011, at the Indiana Convention Center. Booth spaces in the Innovation Exhibition and sponsorships, including a newly created title sponsorship, are now available. Contact Cyndi Meador at cmeador@techpoint.org or call 317-275-2080.

About TechPoint

TechPoint is Indiana's statewide technology initiative focused on growing Indiana's tech sector by promoting the successes of technology companies and professionals; supporting the formation, expansion, and attraction of technology companies; and advocating appropriate public policy. For more information, please visit www.techpoint.org.

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EDITOR'S NOTE: A publicity photo of Randi Zuckerberg provided by Creative Artists Agency is available at http://www.techpoint.org/documents/zuckerberg_photo.jpg.