

Eric Toda and Tatiana Holifield to Co-Chair Adweek's Social Media Council

Adweek has formed its first Social Media Council, featuring 16 leaders in the social space ranging from the technology industry to entertainment and consumer-packaged goods and representing over \$849 billion in revenue. The council's efforts are aimed towards advising Adweek in its commitment to helping marketers learn and grow in their journey to be future CMOs, including an active presence in Social Media Week's New York event on May 4-7.

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