Mike Saunders

International Speaker, Facilitator, Consultant & CEO

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Technology thought leader for tomorrowtoday

An expert in social media, digital customer experiences and helping business engage customers and employees though the use of digital technology.

Mike Saunders the CEO of DigitLab, a digital marketing agency working with local and international organisations to build a meaningful relationship with their customers.

His interest lies in how people use technology, believing that technology is only useful if people use it. Understanding how people use technology helps business use technology to build value into peoples lives.

Creating better experiences, more useful products, deeper relationships and more engaging ideas.

An international speaker, Mike has an entertaining, relaxed, personal and engaging presentation style. He has worked with some of the worlds most prestigious organisations. Along with his experience in business, Mike has also contributed to leadership programmes for Gordon's Institute of Business (GIBS).

Mike has been at the forefront of business transitioning into a world of social technology and has been a key part of important projects looking into the use of social technology in marketing campaigns, internal communications, social learning, leadership development, knowledge management, collaboration, project management and enterprise social media.

Acknowledged by his peers as one of the Top 20 South Africans to follow on Twitter, Mike has won the respect of business by his determined approach to helping business navigate a diverse and complicated world of people and technology.

Mike is often called on by business magazines and websites to comment on technology, social media and Generation Y. He blogs at www.mikesaunders.com and can be found on Facebook, Twitter and Linkedin.

As an entrepreneur and businessman, Mike has built DigitLab into one of South Africa's premier digital marketing companies, he is a partner at TomorrowToday where he contributes to the future world of work as a speaker and consultant and has co-founded a company called IMONLINE that looks to innovate products and services in the world of digital business.

	SOME WORK MIKE HAS DONE WITH CLIENTS
vodacom	**VODACOM**
	Vodacom/Vodafone have been partnering with Mike to accelerate the understanding of technology in a variety of business sectors.
IBM	**IBM**
	Mike was asked by IBM parters in South Africa to help promote the value of Social Business (Enterprise 2.0) to business in South Africa
Gordon Institute of Business Science University of Pretoria	**GIBS**
	As a customer experience expert Mike has been involved with GIBS as part of their faculty facilitating customer experience modules as part of leadership development programmes.
TOYOTA	**TOYOTA**
	As part of the roll out of the Toyota AYGO Mike was responsible for delivering a number of presentations that explained to Toyota sales people how they can improve their communications skills to Generation Y
Mr Price	**MR PRICE**
	Involved in guiding Mr Price Executives and Leadership in an understanding of social media and its impact on their business.

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