



Phoebe Venkat

Social Media Strategist, Tyco International Fire Protection Business Segment

Community Manager for Yammer

After graduating from Boston University with a BS in elementary education and a minor in Mandarin Chinese, Phoebe went into...marketing and communications, naturally! She began her career at Sensors Unlimited, a small optoelectronics startup, where she was one of a two-person marketing team. She did everything from designing ads to launching two external websites.

From there, Phoebe moved on to gain valuable experience at Johnson & Johnson, Merrill Lynch and Bloomberg. Right before joining Tyco, she spent time as a self-employed consultant and that experience really helped her harness the entrepreneurial, risk-taking sides of her personality.

In November 2010, Phoebe joined Tyco International as a marketing communications manager for its Tyco Fire Protection business segment. Phoebe is currently the community manager for Yammer, Tyco Fire Protection's enterprise social network. She's also the managing editor of the *TFP Today* news group on Yammer and produces the *TFP Weekly* news email.

Phoebe focuses on driving initiatives related to collaboration, engagement, culture change and social media. As part of Tyco's Social Media Interest Group, she will be responsible for crafting Tyco's first official social media guidelines. In case you haven't noticed, Phoebe's a big fan of social media and new technologies – vehicles that help us engage and problem solve in creative ways.

Outside of work, Phoebe enjoys spending time with family, reading everything she can get her hands on, listening to an eclectic mix of music and going to stand-up comedy shows.