

Steve Ennen BIO

Steve Ennen, Managing Director, Wharton Interactive Media Initiative, and Lecturer in Marketing at The Wharton School, University of Pennsylvania, is an award-winning media executive pioneering online strategies for more than 15 years. Mr. Ennen is former VP, Digital Business Strategies at American Business Media where for years, he advised dozens of media and marketing companies on digital transformation, video and mobile messaging, social networks and development of digital revenue strategies. Recently, he served as a consultant and business development executive for Neighborhood America, an award-winning technology company specializing in enterprise social networks. He continues to advise marketing, media, and corporate enterprises on how to implement successful digital, social media/ social networking.

Mr. Ennen has worked with the U.S. State Department to educate foreign publishers on digital media, has been an instructor of business media strategy at New York University, and a guest instructor at State University of New York, and Medill at Northwestern University. He has built curriculum for and lectures on emerging, interactive media strategies at the Wharton School.

A former Editorial Director, Mr. Ennen launched several award winning print and digital media products in U.S. and global markets and his essays and journalism have been published in scores of international publications. He speaks around the globe on digital transformation strategies.

Ennen has an MA degree from DePaul University, Chicago; BA degrees in English and Political Science from William Jewell College, Liberty, Mo., and has continued his executive education at M.I.T. Sloan School of Management, and the Media Management Center at Northwestern University.