

Anthony Shop

National Digital Roundtable Chairman, Social Driver Co-Founder, LGBT Business Leader

In an era of digital transformation and disruption, Anthony Shop is a refreshing optimist and proven innovator in the field of digital and social media. As a convener, entrepreneur and educator, Anthony champions a digital mindset to create bottom-up strategies that unleash the energy in people. He has demonstrated that by putting people before technology, organizations can achieve results that seemed unimaginable a few short years ago.

Anthony is Chairman of the National Digital Roundtable, the premier convener of digital innovators, leaders and policy shapers. Through his off-the-record roundtables and public forums in partnership with premier NGOs, educational institutions, and embassies, Anthony has developed an innovative perspective that transcends industries and borders. His views on digital thinking and trends have been featured by the BBC, CBS, Bloomberg, and Al Hurra, and at conferences across the globe.

In 2011, Anthony co-founded Social Driver, a digital services firm, to help companies and non-profits establish winning strategies with social media, websites, content, and advertising. The firm quickly established itself as a leader and was named the “7th fastest growing agency in the United States” by The Agency 100, “Supplier of the Year” by the National LGBT Chamber of Commerce, “DC’s Coolest Company” by *DC Inno*, and the “#1 LGBT-Owned Business” by *The Washington Business Journal*. In only eight years, the firm’s proven digital solutions have revolutionized how hundreds of leading organizations manage issues and reputations, market products and services, and build engagement and relationships with people ranging from customers to policymakers. Social Driver has earned its place as the trusted partner time and again by delivering game-changing results for Honda, Cigna, Sprint, Goodwill, ADA, and more.

Anthony offers a global perspective on the digital future from his experience as a citizen diplomat. An Eisenhower Fellow and a German Marshall Memorial Fellow, he has researched global marketing communications trends, the world-wide fight against false news and misinformation, and China’s vastly different digital and social media landscape. As a member of the US Department of State Speakers Bureau, his talks have been simulcast to dozens of American embassies around the world. Anthony is frequently called on to host international delegations visiting the U.S. He serves on the board of Global Ties Foundation and a trustee for People to People International.

Through his use of proven frameworks and compelling storytelling, professionals around the world have embraced Anthony’s message to drive their social media and digital strategies. He has given keynotes for dozens of prominent organizations, including NASA’s Johnson Space Center, *The New York Times*, and Communication University of China. Anthony has been recognized as an “OUTstanding LGBT Role Model” by *The Financial Times* and “40 Under 40” by *The Washington Business Journal*. A former newspaper reporter, Anthony was the first new media professional elected to the prestigious National Press Club’s Board of Governors.

Prior to founding Social Driver, Anthony served as press secretary for a top U.S. congressional race and as a journalist. He earned his MBA from The George Washington University School of Business, where he teaches as an adjunct lecturer, and his BA from William Jewell College as a Truman Scholar.