

## **Laura Fitton**

Laura “@Pistachio” Fitton is one of the first prominent "microbloggers," with more than 5,000 readers on the popular social networking and publishing platform Twitter. One of the earliest beta testers of the popular platforms at Seesmic.com and Qik.com, she connects people to new ideas and innovations using all the tools of microblogging (or microsharing).

In addition, she authors a Technorati "Top 10k" blog, writes occasionally for ZDNet, and is currently negotiating two book deals.

Her innovative use of social media has also gotten the attention of the top minds in technology, as profiled by Naked Conversations author Shel Israel for his Global Survey.

Laura has also been quoted extensively as a top industry voice in Newsweek.com, The New York Times, The LA Times, Inc.com and many other magazines, publications, web shows and blogs. She maintains an active speaking schedule including international technology conferences and guest lectures at Bentley College.

Laura is a magna cum laude graduate of Cornell University's eclectic College Scholar program. In previous lives, she studied science writing with Carl Sagan, rock climbed, blue-water sailed, ran a farm, traveled and lived all over the world and filled such diverse roles as freelance journalist and environmental researcher/activist.

Today, she makes a home with her two toddler daughters and a giant Leonberger dog in Greater Boston, and enjoys practicing Ashtanga yoga and playing ice hockey in her "spare" time. She is also a stroke survivor dedicated to raising awareness.

## **Why "Pistachio"?**

Pistachio was the color of the walls in Laura's first office -- that precise, indescribably ugly shade of Grandma's favorite ice cream on summer nights at Friendly's by the rotary in Gloucester.

Now it's an iconic brand with a personal touch (and a sense of humor!)