

# Perry Hewitt



Perry Hewitt is an established leader in digital marketing communications, with deep experience in the corporate and not-for-profit sectors. Her background includes both traditional business and marketing strategy, and expertise in digital and social innovation and management. Perry is charged with Harvard University's efforts to develop a comprehensive digital presence across the internet, as well as to establish best practices for content, multimedia, and technology.

Perry has held significant digital marketing, editorial, and client services roles at firms including Crimson Hexagon, Razorfish, ArsDigita, Harcourt Online, and Lotus Development Corporation. She has acted as a consultant to major media companies on online product development, and began her career in publishing at Houghton Mifflin Company.

Perry has been a frequent writer and speaker on topics including the social web; content strategy; user experience; mobile integration; and online communities and networks. She has been quoted extensively on business and technology issues in the press including CNBC, Mashable, the Pew Internet Project, and the Chronicle of Higher Education. She has also for more than 10 years served as judge for the Massachusetts Innovation & Technology Exchange (MITX) Awards.

Perry holds an A.B. from Harvard University in Russian and Soviet Studies. She has lived and worked in Switzerland, Russia, the United Kingdom, and Australia, and now lives with her family in the greater Boston area.



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