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Steve Rubel
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Steve Rubel, SVP, Director of Insights for [Edelman Digital](#), is responsible for keeping [Edelman](#) and its clients in the vanguard. He studies global technology, media and online trends and shapes them into actionable insights and marketing communications strategies.

In his role, Rubel curates and writes a monthly white paper on digital trends. These are distributed free to clients. In addition, he draws on these insights in his role as a senior strategic advisor to Edelman clients such as PepsiCo, Zagat, Unilever, Microsoft and many others.

Rubel supports the account planning processes, intellectual property development and the firm's innovation and business development efforts. He is a member of the Edelman Digital senior leadership committee.

His [Micro Persuasion blog](#) on digital trends, which launched in 2004, today has 50,000 daily readers and has been cited as a must-read by the Wall Street Journal, Forbes, CNET, PC Magazine and Forrester Research. In addition, he is actively followed by more than 17,000 [on Twitter](#), writes [a bi-weekly column](#) for Advertising Age and is often sought [by the press](#) and as a keynote speaker.

Rubel has been named to several prestigious lists, including: PR Week's 40 Under 40, [The Forbes.com Web Celeb 25](#), PC Magazine's 100 Favorite Blogs, Media Magazine's Media 100, the AlwaysOn/Technorati Open Media 100 and the CNET News.com Blog 100.

Prior to joining Edelman in 2006, Rubel worked for 15 years in a variety of marketing communications positions in corporate, non-profit and small/mid-sized PR firms. Most recently, he spent five years at CooperKatz & Company where he pioneered the use of blogs as a marketing vehicle for clients such as the Association of National Advertisers, simplehuman and Vespa.

Rubel hails from Long Island, New York, and is a graduate of Hofstra University.