Malcolm De Leo
Chief Evangelist, NetBase Solutions

Malcolm De Leo is a passionate innovator who relishes the challenge of being a change agent. Currently, Malcolm is the Chief Evangelist at Mountain View, California's NetBase Solutions, a SaaS solution company that utilizes a patent pending, natural language processing engine to read billions of conversations from millions of social media sources. In this role, Malcolm is a subject matter expert in the area of applying social media in an effort to build the marketplace for this powerful new consumer data source. Previously, Malcolm was the Global Vice President of Innovation at Daymon Worldwide and prior to that Malcolm spent 10 years at the Clorox Company managing partnerships with technology companies, developing innovation processes and building new innovation infrastructure.