

Digital Single Market

Joanna Shields

Tech City Investment Organisation (TCIO)



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Joanna Shields was appointed in October 2012 by the Prime Minister, David Cameron as Chief Executive Tech City UK and Business Ambassador for Digital Industries.

Joanna Shields was most recently Vice President and Managing Director of Europe, the Middle East and Africa at Facebook, the global social network with over a billion users. In her role she built EMEA into the company's largest region, focusing on making Facebook the world's most valuable marketing, communications and customer services platform and the Facebook platform an engine of growth for some of Europe's hottest startups.

For over a decade, Shields has been a driving force in Europe's Internet landscape. Since moving to the UK in 2000 to run RealNetworks International, the company that invented streaming audio and video, she has held key positions at leading companies such as Google, where she served as

Managing Director EMEA and built the Syndication and Partnerships network, and Bebo, where she served as President and then Chief Executive.

During her career Shields has also served as Chief Executive Officer of Veon (acquired by Philips Electronics), VP and managing director International for Decru, (acquired by Network Appliance) and VP of Production Systems for Electronics for Imaging (Nasdaq:EFII). She sits on the Mayor's London Smart Board and is a Trustee of Save the Children. Shields was ranked #1 in the Wired 100, 2011: Britain's digital power list and number 6 on the Guardian Media Global Top 100 for 2012.

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