



PAULL YOUNG

Director of Digital at charity: water

BACKGROUND

Paull Young is Director of Digital at charity: water, a non-profit devoted to bringing clean and safe drinking water to the 800 million people living without it. In just 7 years charity: water has served over 4 million people and raised over \$125 million and become one of the world's leading digital non-profits. Paull's leadership of charity: water's digital strategy has been recognized by the Australian Trade Commission as one of the 'Global 50' influential Australian expatriates and by the Direct Marketing Educational Foundation as an industry 'Rising Star'.

As a former Senior Account Director of social media agency Converseon, Paull led award winning campaigns for Fortune 500 clients such as Graco, Kohler, Telstra, New York Times and Cisco. His work has been featured on FOX News, Wall St Journal, Sydney Morning Herald, CNN and the Australian Financial Review. You can follow Paull on Twitter [@paullyoung](#)

POPULAR TOPICS

[Changing the World Through Digital Innovation:](#)

charity: water is reinventing charity through an innovative, data-based and design focused approach to digital. In this talk you'll learn how design and technology has enabled that to happen and how it keeps developing into the future.

[Social Media Strategy:](#)

Learn how to take a strategic approach to social media from the Director of Digital at charity: water. See how your brand can drive business objectives through social media, from a brand that uses social media as the core of its strategy to bring clean drinking water to every person on the planet.

RESOURCES

[Social Media Week Panel: How to build a brand people join, they don't buy](#)

[Hubspot Biz Talk: charity: water's digital and marketing strategy](#)

<http://www.paullyoung.com/speaking/>

