



Liza Boston BIOG

Liza Boston is a vibrant dot.com entrepreneur with a wealth of global, cross-industry experience and diverse new media insights, as well as being known as a radio broadcaster, a philanthropist, a film maker and a futurist.

Founder and CEO of a global new media digital agency 'Cracked Pepper Communications', Liza is charged with inspiring a curious 'new economy', building innovative 'monetisation' platforms across future networks, creating evocative content and changing the way people communicate and understand the world.

After spending 10 years working for blue chip organisations in senior marketing & strategy roles in Australia, USA, UK and Europe, Liza Boston has founded her own global organisation with the view to building a technological, creative, social, philosophical and cultural revolution in a tech savvy, media savvy world which insists corporations increasingly care more about social and environmental concerns.

Liza's diverse and eclectic career has spanned numerous continents, seen the excesses and delights of dot.com boom times and the associated terror with commercial downturns, financial market malaise and globalisation. In her early career, Liza fearlessly pursued roles in multiple industry segments, including global airlines, telecommunications, utilities, corporate banking and finance.

As Founder and CEO of Cracked Pepper Communications, Liza is a social entrepreneur who believes a curious 'new economy' is emerging, in a world of climate change, ubiquitous broadband and a well networked, socially aware audience base whose hearts and minds are fragmented and difficult to capture.

Liza is currently working on developing the technology and content to support an integrated media platform across the social web, which she believes is the 'future of advertising', a profound shifting of the powers that be, based on her 'Freeconomic' model which is inverting traditional economies and inspiring a new world order (power to the people).

Liza is a thought leader at the forefront of the new economy, delighting audiences worldwide with her interesting take on business, life, love, music and the world at large. Liza invests a lot of her time in philanthropic pursuits, working to understand how 'code' and 'content' can change the world.

Liza knows how to connect with a rising class of informed, engaged and empowered audiences, her wealth of industry experience and understanding of global trends allows her to capture the hearts and minds of all those that experience the Cracked Pepper vibe and inspired results.

Liza has an untouchable level of creative ability through her artists networks, combined with a sophisticated understanding of strategic industry insights, new technology, new media and its application, allowing her to expertly navigate diverse global audiences.