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**S4's Pfeifle Joins "Retweet Revolution" Panel at Kellogg Tech Conference**  
***Northwestern Forum Aims to Bridge Ideas and Innovation Through Technology***

WASHINGTON (March 30, 2011) – S4 Vice President and former Deputy National Security Advisor for Strategic Communications and Global Outreach Mark Pfeifle will be a panelist at the Kellogg School of Management's annual Tech Conference in Evanston, Ill. on April 9, 2011.

Pfeifle will participate in a panel discussion on "Social Media Meets Social Change: The Retweet Revolution?" that will be moderated by Kellogg Assistant Professor Brayden King.

The panel will focus on how the intersection of social media and social impact connect people standing up to governments as well as those raising funds for diverse causes.

Additional panelists include: Joseph Pigato, Vice President of Business Development at Sparked.com, Katrina McGhee, EVP and CMO at Susan G. Komen Foundation and Matt Mahan, Vice President of Social Impact at Causes.

The conference provides an educational experience that brings together leaders across all facets of the technology industry, nonprofit groups and academia to find ways to reshape their organization's potential.

While in the White House from 2006 to 2009, Pfeifle led many successful communication efforts to promote important policies and initiatives vital to the security of the nation and the interests of all Americans. He recently published opinion columns on civil unrest in the Middle East in the [Huffington Post](#) and on balancing the complexities of the Internet in the [Christian Science Monitor](#).

Pfeifle also participated in the Homeland Security Department's 2010 conference on Public Perceptions of Emerging Security Technology at the University of North Carolina in Chapel Hill, NC; the 2010 *Political Communication, Media, and Good Governance: A New Era* conference in Guadalajara, Mexico; the 2010 InfoWarCon meeting in Washington, DC; the 2009 Moscow State University Conference on Cybersecurity and information warfare in Germany; the 2009 Personal Democracy Forum in New York City; and the 2009 Talkers' New Media Seminar in New York City.

Founded in 1999, S4 Inc. is a professional services and consulting firm catering to the US Government, Department of Defense, Department of Homeland Security and private entities. S4 specializes in providing Global Influence Consulting, Communication Strategy Development, IT & Program Management Support, and Engineering Solutions. Headquartered in Burlington, MA, S4 has locations nationwide, including Arlington, VA; Colorado Springs, CO; Dayton, OH; O'Fallon, IL; Salt Lake City, UT; San Antonio, TX, and several other customer sites. For more information about S4, please visit <http://www.s4inc.com>.

More information on the conference: <http://www.kellogg.northwestern.edu/techconference>

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