

Jacob Fisher is a Partner at Attention Partners, a full service social media marketing and public relations agency for national and international companies.

Jake's responsibilities include overseeing Attention's data capture analysis, ensuring the most reliable measurement of online word-of-mouth for client programs. He has provided social media training to over 1000 client executives and staff and developed and executed the first social media campaigns for companies ranging from high end fashion houses, financial firms, broadcast and print media to hospitality, lifestyle, and name brand CPG products.

After graduating from Skidmore College, Jake joined an e-Learning team at Accenture. His passion for public affairs led him to work as a political campaign manager in New York and Pennsylvania, as well as a stint as executive director of a federal political action committee focusing on Internet policy.

In 2006, Jake answered an online ad by Attention, then a start up with two employees. Today Attention has over 100 employees and offices in New York City and Los Angeles. Attention's clients include the Blackstone Group, Estee Lauder, NASDAQ, Hilton, Newsweek, Verizon, Diageo, Michelin, Bausch & Lomb and Mattel on whose behalf Attention created a series of award winning online campaigns for the iconic Barbie.

Jake lives in his native Brooklyn, New York.