



DONNETTA CAMPBELL
Founder & CEO, The Social Architects

Recognized globally as a pioneer in executive brand architecture, Donnetta Campbell is the Founder of [TheSocialArchitects](#) and a leader in building high-impact personal brands for top executives. Her proprietary social architecture and #SocialPR™ methodology create authentic, measurable engagement for “remarkable” senior leaders, corporations, and institutions across sectors.

Over the past 14 years, Donnetta and her team have accelerated growth for more than 1,000 global influencers, generating 19+ billion impressions through curated “people-engine” ecosystems. Her signature peer-to-peer influencer networks and Network Effect models help global brands expand reach, mobilize stakeholders, and build purpose-driven communities. Her C-suite clientele spans multinational organizations including Google, IBM EMEA, Dow Jones, The Wall Street Journal, IABBB, Sony Pictures Entertainment, Microsoft, SAP, Singularity Labs, Apollo Capital Management, Intrado, Amazon, AON, AT&T, Mozilla, Tribeca Enterprises, Interbrand, EY, PwC, IKEA, NASDAQ, and NYFC, among many others.

A committed advocate for mental health and women’s leadership, Donnetta co-founded the Global Mental Health Task Force with The Chopra Foundation in support of UN SDG 3 and serves as the U.S. Lead Delegate for Savvitas, the executive women’s leadership platform originating in the UK House of Lords. In October 2025, she keynoted and curated a panel at the UK House of Lords for World Women’s Business Day, speaking on “Tools for Dissolving Borders, Multiplying Possibilities, and Reinforcing Human-Centric Culture in an AI-Driven World.” She serves as the U.S. Delegation Lead for the Savvitas Global Ambassador Program.

In 2025 she also participated in the Games for Change United Nations SDG Summit, and led LinkedIn workshops for Retail Women in Tech.

Donnetta recently returned for her 5th appearance at Tech Up for Women, where she launched “Dragon Camp” in partnership with visionary Craig Hatkoff, bringing Harvard Professor Clayton Christensen’s disruption theories to life through the Disruptor Foundation lineage. In response to rising global demand for executive presence on LinkedIn—the world’s leading idea marketplace—Donnetta is hosting a fireside chat, “Calling Remarkable Leaders: Rock Your LinkedIn Profile,” with LinkedIn’s Senior Executive Track Lead, unpacking algorithmic drivers of thought leadership visibility.

Donnetta has appeared as a speaker, curator, or featured guest at: Harvard Business School, Chatham House, MIT Sloan, Northwestern Kellogg, Oxford Siad Business School, Georgetown, UCONN, the United Nations ECOSOC, SXSW, MIPCOM Cannes, Advertising Week, National Retail Federation, Tribeca Disruptor Innovation Awards, CUNY Social Media Weekend, Adweek’s Social Media Week, and the Conde Nast Pearl Awards.

She has been a guest on The School of Influence Podcast and Voice of America and spent three years opening Innovation Enterprises Brand Innovation Summits globally.

Her popular #DecodingSocial sessions include:

- “Baring It All: The Art of Social Influence” with Google’s Abigail Posner
- “Purpose-Driven Marketing for Brands” with Twitter’s Head of Strategy Gina Ballenger

Her contributions have earned honors including the International Alliance of Women “World of Difference 100” Award, selection as a MIT Sloan Hack for Inclusion judge, and appointment as Social Media Disruptor in Residence for the Disruptor Foundation and Tech Up for Women. She also serves on numerous boards, including the Global Diversity Leadership Exchange, U.N. Women NY Metro Chapter, the Global Partnership Forum, the Power Shift Forum, International Women’s Forum, and Games for Change Foundation.

When she launched TheSocialArchitects in 2010, The Huffington Post called the agency “an innovative digital media agency translating ‘word of net’ onto a global stage.” In 2021, the firm was named one of the 25 Best PR Startups in Connecticut by Startupill.

