

## Facebook COO and Best-Selling Author Sheryl Sandberg to Speak to the Adcraft Club of Detroit

Written by Australian Business

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( [PRLEAP.COM](http://PRLEAP.COM) ) **DETROIT, May 2, 2014** – Facebook COO and best-selling author Sheryl Sandberg will speak to the Adcraft Club of Detroit at a breakfast, Friday, May 2. The event will take place from 8:30 – 10 a.m. at the San Marino Club at 1685 E. Big Beaver Road in Troy. Sandberg will speak on the new opportunity for marketing and advertising today, as digital and mobile are making marketing personal again.

"At Adcraft, we aim to continually educate our members on the latest trends in our industry, coming from our industry's greatest minds," Adcraft President and Vice President of National Accounts for Auto Trader Ron Boe said. "Sheryl's work is impacting people all over the world, and we're excited to provide our members the opportunity to learn from her directly."

As COO, Sandberg is responsible for Facebook's business operations. She is also the author of the number-one bestseller "Lean In: Women, Work, and the Will to Lead" and founder of LeanIn.Org, a global community supporting women who pursue their ambitions.

Sandberg serves on the boards of Facebook, the Walt Disney Company, Women for Women International, ONE, V-Day, and the Center for Global Development. Prior to Facebook, Sandberg was vice president of Global Online Sales and Operations at Google, chief of staff for the United States Treasury Department under President Bill Clinton, a management consultant with McKinsey & Company, and an economist with the World Bank.

Sandberg is one of many prominent figures to speak to Adcraft in 2014. Penske Corporation Executive Bud Denker spoke to the club in March. National television host and health expert Dr. Oz will speak to the club May 19 and Detroit Venture Partners CEO and best-selling author Josh Linkner will speak to the club June 5.

"As marketing professionals, we're very fortunate to work in a market that commands more than 20 percent of advertising spend within the U.S. annually – that creates an environment for innovative work and helps us attract industry leaders like Sheryl to the market," added Boe. "From advertising to PR, the depth of marketing talent in metropolitan Detroit is an extraordinarily valuable resource that contributes to the region's ability to attract investment, and Adcraft is very proud of its ongoing commitment to the profession by hosting events like this one."

Tickets for the event are \$25 for members, \$35 for non-members and \$15 for student and junior members. Parties of four or more receive reserved seating. Full tables seat 10.

For additional information visit [www.Adcraft.org](http://www.Adcraft.org) .

## **About Adcraft Club of Detroit**

Established in 1905, the Adcraft Club of Detroit brings together members of the media, advertiser and agency community to exchange big ideas, support and educate one another as means of evolving their own professional development and the creative industry they are a part of. With 1,600 plus members, the Adcraft Club of Detroit houses some of the most well-respected and established consumer brands in the world.