



**#Influence12 – Symposium & Workshop on Measuring Influence on Social Media
Sep. 28-29, 2012
Dalhousie University, Halifax, Canada**

“Gamification and Influence Measurement in Equals6.com”

By Andy Osburn (Equal6, President and CEO)

Abstract:

Equals6.com, the student professional network, leverages the power of social media with the objective of revolutionizing how students gain entry-level employment. By forging professional relationships well before graduation, students are better positioned to advance their careers and employers are able to make better hiring decisions. Equals6.com allows students to build a network and assist peers through participation in the E6 online community. Student activity and engagement is captured in the E6 Certification program which helps students to differentiate and stand-out for scholarship awards and as potential great hires.

Andy will describe how Equals6 employs gamification and influence measurement as part of the E6 Certification program and the objectives achieved for both students and employers.

Bio:

Andy is a seasoned entrepreneur and has over 20 years of experience in software engineering and start-up technology ventures. His latest start-up, Equals6.com, is the student professional social network connecting students to employers and resources that can help them to achieve their academic and career goals. Prior to co-founding Equals6 he was CEO and CTO at Diaphonics, a voice biometric technology company. Andy also occupied various technical and operational roles with the Royal Canadian Navy, primarily in the area of combat control systems. Andy holds a B.Sc. from McMaster University, a M.Sc. in acoustics from Royal Roads Military College and a MBA from Saint Mary’s University. He is also a Certified Information Systems Security Professional, a Certified Information Systems Auditor and is certified in the Governance of Enterprise IT. Andy has competed in a number of marathons and triathlons including Ironman Canada and Ironman Florida.