

John Li is the founder and CEO of SocialNet Software, a New York-based social networking technology company and marketing service consultancy. John helps client companies understand and plan how they can leverage the power of social networking in order to

1. grow their business fast;
2. build powerful brands and efficient distribution networks;
3. boost sales through social media and word-of-mouth;
4. cultivate relationships with market and partners;
5. increase brand equity and social capital.

The company provides full services including strategy, technology, consulting, planning, execution, and mentoring.

Prior to that, John worked on Wall Street for 20 years and ran a successful financial technology firm for 17 years, serving top investment bank clients such as Goldman Sachs, JP Morgan Chase, Citigroup, Merrill Lynch, Barclays Bank, HSBC, etc.