

ANASTASIA GOODSTEIN
AWARD-WINNING BLOGGER/ TWEEN MARKETING EXPERT

Anastasia Goodstein is an award-winning blogger and often-quoted expert on American tweens, teens and early twentysomethings. She is the author of the new book about teens and technology called *Totally Wired: What Teens and Tweens are Really Doing Online*, the first inside guide to explore what teens are doing on the Internet and with technology. Highly tuned in to pulse of this group, she gets to the bottom of how teens use technology as well as the benefits and draw backs of this use.

As the founder of Ypulse, an independent blog for teen/youth media and marketing professionals providing news, commentary and resources on commercial teen media for teens, she reaches a highly influential audience of agency, brand and media executives as well as social marketers trying to reach youth. The blog has been featured in several leading publications including *USA Today*, *BusinessWeek*, *Forbes* and *Fast Company*.

A journalist, Goodstein has worked for several leading consumer online and television brands including Current TV, AOL, and Oxygen TV, as well as in non-profit youth media. Among her range of experience in producing and packaging online print content for teens as well as a broader audience, she worked at Netscape Communications where she led the creation of feature programming including seasonal and holiday packages and later ran the TV and Movies channels for all of AOL's Web Properties. She went on to help launch KeepMedia, a paid content service founded by Louis Borders (Borders Books, WebVan and then Current TV, an independent media company led by former Vice President Al Gore and entrepreneur Joel Hyatt, in January of 2005 where I was the director of online community.

TOPICS:

- **Totally Wired: What Teens and Tweens are Really Doing Online**
- **Getting to the Ypulse of Your Market**