

**Erik Geisler**  
**Director of US Agency**  
**Facebook**

Erik is presently the Director for the Facebook US Agency team based in New York. He previously led the Technology and Telecommunication team at Facebook for over four years.

Prior to Facebook, Erik has founded several companies under the common theme of "changing the way brands advertise". In 1994, he was a founding partner at Student Advantage, a college marketing company that is credited with establishing the benefits of Youth and Student marketing.

In 2005, as a partner and Chief Strategy Officer, his digital agency produced the first-ever marketing campaign on Facebook for Chase credit card services. Erik lives in Brooklyn with his wife Rachel and children Ryan and Logan and enjoys cooking, golf and snowboarding.