

RAQUEL DiSABATINO

ENTERTAINMENT & MEDIA, ZYNGA

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Raquel brings deep experience in creative marketing, entertainment partnerships and social media to Little Kids Rock. Most recently, Raquel headed Entertainment & Media at Zynga where she was responsible for driving pop culture strategy and partnerships in Zynga games. She led the company's collaboration with Lady Gaga and helped turn Gagaville into a worldwide sensation.

Prior to Zynga, Raquel was an early marketing executive at Facebook and led partnerships with music artists and celebrities, helping them harness the platform with innovative programs such as the first live-streamed concerts on Facebook. She served as the evangelist for direct-to-fan strategies and led the company's Facebook Pages best practices for several industries ranging from music to education. She also ran marketing for the multi-billion dollar media sales organization and was the executive producer of f8, Facebook's official conference for developers and entrepreneurs.

Previously, Raquel spent three years at Yahoo! in brand marketing and ten years in the ad agency world, slinging everything from dates to Gates (Match.com & Microsoft were two clients). A live music junkie, Raquel resides in Marin County with her young son, who loves to crank everything from Phish to Vivaldi.