

Social Ecosystem

I developed a social network comprised of popular blogging sites, corporate blog and the largest professional network largely to promote my work; my passions; my products; my company and myself. I have discovered the power of such sites to gain new business for my sales staff, promote our webinars, evangelize our products and to boost my online profile. As previously stated I took the unorthodox approach of leveraging LinkedIn for product research. Here are some links to review:

Corporate blog

My personal blogs as a PM:

- <http://unilytics.com/blog/author/nad/>
- <http://unilytics.com/blog/social-media-2/better-accountability-with-social-media-analytics/>
- <http://unilytics.com/blog/governance/do-not-start-a-web-analytics-audit-without-considering-this%E2%80%A6/>
- <http://unilytics.com/blog/kpi/analytics-seminar-toronto/>
- <http://unilytics.com/blog/uncategorized/another-successful-analytics-seminar-in-ottawa/>
- <http://unilytics.com/blog/author/nad/page/2/>

**Company's blog: <http://unilytics.com/blog/>

My SlideShare

- <http://www.slideshare.net/nbalata>
- <http://www.slideshare.net/nbalata/the-five-pillars-of> - Presentation on the fundamental attributes of a good Product Manager (over 300 views on SlideShare and prominently discussed and liked on LinkedIn)
- <http://www.slideshare.net/nbalata/unilytics-mergence> - Presentation on our most promising app, Mergence.

My LinkedIn:

- <http://ca.linkedin.com/in/naderbalata>

My WordPress:

- naderbalata.wordpress.com

**I uploaded and created a financial modeling sheet for forecasting product sales on my WP: <http://naderbalata.files.wordpress.com/2011/08/financial-analysis.xlsx>. It has over 200 downloads and well-reviewed on popular Product Manager groups on LinkedIn.

My Tumblr

- <http://naderbalata.tumblr.com/>