



Joanna M. Pineda

**Chief Executive Officer and Chief Troublemaker
Matrix Group International, Inc.
Arlington, Virginia**

Joanna M. Pineda is chief executive officer and chief troublemaker at Matrix Group International, Inc., a digital marketing agency based out of Arlington, Virginia. Since 1999, Matrix Group has worked with trade associations, international unions, professional societies, nonprofits and small businesses to develop and implement their online strategies. Matrix Group's services include web design, content management systems, mobile apps, e-commerce, members-only portals, systems integration, hosting, social media and e-marketing. Matrix Group has developed benefits portals for the Southern California United Food and Commercial Workers Unions and Food Employers Joint Benefit Funds Administration, District 4 of the International Brotherhood of Electrical Workers, the Arizona Pipe Trades and the Pennsylvania Public School Employees' Retirement System. Matrix Group is also the web partner for the Employee Benefit Research Institute and the ERISA Industry Committee. In addition, Matrix Group developed accreditation portals for several health care nonprofits and websites and members-only portals for hundreds of associations. Pineda is passionate about the user experience and helping organizations "be better." Her latest venture is the development of a new virtual meeting platform, BeSpeake, which offers live and on-demand streaming, attendee search and networking, virtual tradeshow, personalized schedules, private meeting rooms and amazing event analytics. Pineda blogs regularly about web trends, e-marketing, social media and her favorite gadgets. And now that she's a black belt in Tae Kwon Do, she likes to say that she creates "killer" web solutions for her clients.