

# TOUTSUITE

S O C I A L C L U B

## SUSAN QUINN

Founder + CEO  
'Streaming Media Pioneer'



Susan Quinn conceived and developed live text streaming in the late 1990s as the founder and CEO of Wordcasters, Inc., an innovative technology company at the very birth of the dot com days. Susan established herself as an early innovator in the streaming media space as the founder and CEO of two start-ups, and co-founder of San Francisco Webgrrls, one of the most vibrant online communities at the time. Susan spent her initial success collaborating with and live streaming some of the industry's top-level executives and luminaries, including Vint Cerf, Bill Gates and Eric Schmidt.

Now, after a prolonged hiatus to explore the world of wine, cuisine and the business of artisanal farm to table dining, Susan is poised to lead the charge for one of the most exciting interactive communities online today.

"By configuring our platform around today's best live video streaming technologies, ToutSuite Social Club is changing the way consumers and brand makers engage," Susan says. "From master gardeners to celebrity winemakers to cult fashion designers, ToutSuite connects consumers and brand makers 'salon style', providing live interactive video face time with the world's most sought-after tastemakers."

A chance encounter with Didier Loustau in 2009 opened a new door of opportunity to add authentic, riveting content to social media platforms. From the moment the two developed the ToutSuite concept, Susan saw the possibilities of bringing the great artisans together with consumers in a membership community.

"Verbal communication has driven our culture since the dawn of civilization, but until now, scalable solutions have been prohibitively expensive. Only now do we have the opportunity to connect people across the globe to the creators and experts behind their favorite products, sports, designs, foods or wines," Susan says.

While ToutSuite is first to bring this technology solution to build a dynamic community platform, Susan says, "ToutSuite is not about the technology. It's about enabling great experiences and engaging consumers with brand makers." The self-confessed unlikely start-up nerd says the tech simply serves as the scaffolding to ToutSuite's core purpose: building an authentic, global community.

"It is our end goal to develop and customize at the leading edge of technology so that our platform best serves the wants and demands of our member community."

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