



For Immediate Release
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Richard Franzi Selected as a LinkedIn Influencer

ORANGE COUNTY, Calif. [Critical Mass for Business](#) is proud to announce that our founder and CEO [Richard Franzi](#) has been selected, by LinkedIn, to become one of a select group of LinkedIn Influencers on their popular social media platform.

“I am very gratified to be asked to share my insights on peer learning and the value of [CEO Peer Groups®](#)”, stated Critical Mass for Business Founder and CEO [Richard Franzi](#). “There are over 277 million members of the LinkedIn community and to have the opportunity to share my ideas with a larger community is truly exciting.”

Ryan Rolansky of LinkedIn said “We believe in giving our members access to the business knowledge they need to be great at what they do. To put it simply, we are making a commitment to our members: the time you spend on LinkedIn will make you better at your job today.”

LinkedIn has opened its publishing platform to a limited number of members, giving them a powerful new way to build their professional brand. When a member publishes a post on LinkedIn, their original content becomes part of their professional profile, is shared with their trusted network and has the ability to reach the largest group of professionals ever assembled.

LinkedIn Influencer program started in the fall of 2012 with its prime focus being on having industry thought leaders share their expertise. According to Rolansky, the average Influencer post drives 31,000 views and receives more than 250 likes and 80 comments. The expansion of the LinkedIn Influencer program adds Richard Franzi to an invitation-only program that includes Mark Cuban, Guy Kawasaki and Richard Branson.

About Critical Mass for Business

Critical Mass for Business is a thought leader in the rapidly expanding field of business consulting for top executives. Richard’s firm leads CEO Peer Groups® and maintains a vibrant community of middle market CEOs who share a common belief in the positive power of peer learning. Richard hosts the popular internet-based business talk radio focused on topics of interest to middle market business executives. Critical Mass for Business regularly publishes information about the latest breakthroughs in field of peer learning. Learn more at www.CriticalMassforBusiness.com

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