

Chris Snider



Chris Snider is an associate professor at Drake University in Des Moines. He teaches social media and digital media courses to both undergrad and graduate students. Prior to joining Drake, Chris was a journalist in Baltimore, St. Louis and Des Moines. He moved to Des Moines in 2005 to start Juice magazine. Chris teaches workshops and gives presentations on topics ranging from Social Media Strategy to Personal Branding to Generative AI. He writes a [weekly email newsletter on what's new in](#)

[social media](#).

He co-owns the company [Innovation Profs LLC](#) that teaches how companies can use generative AI.