

# WHY JACK SHAW?

- **Subject Matter Expertise**
- **Distinguished Credentials**
- **Industry Experience**
- **Professional Communicator**

Jack Shaw is the ideal spokesperson for your technology solution whether it's in a high-level executive briefing, in front of thousands at a client conference, or to millions over the Internet via web video. By making Jack part of your marketing strategy you'll generate more qualified leads, reduce your sales cycle times, increase the productivity of your business development team and improve your close rate. The result – you book more business, faster.

## **Credibility with Senior Decision Makers**

During the past 25 years, Jack has spoken to tens of thousands of business executives in over 20 countries about innovations in business technology. In doing so, he has developed a personal presence that commands attention and respect for his expertise and his message.

Jack is uniquely talented at translating business technology into business value propositions. As a futurist, Jack is particularly expert at helping C-level executives and managers recognize, and understand, the strategic implications of emerging technologies for their industry and their areas of responsibility. His C-Level Executive credibility and dynamic delivery accelerate new business through the sales cycle.

## **Broad-based Industry Experience**

During his decades of experience with business technology, Jack has developed deep expertise in many areas. These include a wide array of industries, business processes, and technologies. He has provided advisory services to leading Technology Solution Providers including IBM, SAP, Oracle and others as well as providing expert guidance and best practices to Fortune 500 Companies such as General Electric, Coca Cola, Allstate, and many more.

His keen perception and vision into emerging technologies and business practices have enabled Technology Solution Providers to build solutions that anticipate where the market is headed thus generating hundreds of millions of dollars in revenues for those organizations. Jack has also saved corporations billions of dollars by enabling them to implement more efficient processes and by leveraging technologies to position them to compete better in today's market and in the future.

Among the many industries Jack has worked with are:

- Aerospace/Transportation
- Banking, Finance, and Insurance
- Food & Beverage
- Government and Related Agencies
- Health Care & Pharmaceuticals
- Information Technology
- Manufacturing & Distribution
- Petroleum/Energy/Utilities

## **Business and Technical Expertise**

Jack can discuss business strategy with senior executives as well as talk about advanced technologies with IT experts. He is widely recognized for his expertise in such leading edge business technologies and practices as:

- Cloud Computing and Virtualization
- Mobile Commerce
- Social Media
- Data Analytics
- Intelligent Systems
- Decision Management
- Supply Chain Management
- e-Procurement

## **Matchless Communications Skills**

Jack is a charismatic and internationally recognized business speaker who has also written three best-selling business books and dozens of articles and white papers. He has been featured in numerous videos and webinars across the Internet. And, he is experienced with all kinds of video recording as well as working with simultaneous translators.

## **Prominent Credentials**

- Bachelors degree from Yale in Business Administration
- MBA from Kellogg in Finance and Marketing
- Founder and Editor of *EDI Executive* newsletter and *e-Commerce Buyer's Guide*
- Published author of bestselling books *Surviving the Digital Jungle* and *Doing Business in the Information Age*.

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