

# TECH-DRIVEN TRANSFORMATION

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## Transforming Massive Change Into Major Competitive Advantage

Businesses are undergoing radical, record-setting levels of reinvention—unrivaled in size, scale, and scope.

Due to the volume and velocity of next-gen technologies, discoveries, devices, and data, we are bracing for more change over the next 20 years ... than within the past 200.

This tech-driven transformation is impacting every division, role, and responsibility within the enterprise. Because where technology used to be a business enabler, it's now a strategic driver of the business's overall success.

Take a look at any industry and you'll see that the market leaders are but a shell of their former selves. Once pure software plays are now end-to-end solution providers. Companies built on digital computing are now turning to cognitive computing.

Organizations that focused on connecting people are now fixated on connecting things. And where devices have been front-and-center for the past decade, now they're merely a conduit to the real reward: the data that they produce.

Within this fast-paced, ever-changing environment, one thing is sure: There is no gray area, businesses either choose reinvention—or run the risk of extinction. So the question becomes, how can we transform massive tech change . . . into major competitive advantage?

The answer lies in the very questions executives ask of their strategies, products, and business models, including: How can we wield next-gen tech to turn our products into fuller solutions? How could we leverage the explosion of innovation—and information—to solve our customers' problems and make processes better, faster, and easier?

Whether by automating tasks, or analyzing data, how could these advancements improve the quality of our customers' work . . . and the quality of their lives? Moreover, how could these breakthroughs evolve the delivery of our current products—and revolutionize our core business models? And more.

Whether executives find this era of acceleration to be thrilling or overwhelming (or both!), the one thing they can't do is ignore it: The stakes are far too high, and the revenue potential equally so.

Within This Great Reinvention, How Will You Transform Massive Change Into Major Advantage?



### In This Session, Attendees Learn:

- Factors contributing to tech acceleration—and the path of innovation from 2017-2020
- Case examples of B2C and B2B companies turning massive change into major advantage—and examples of disrupted businesses failing to innovate
- Tech-driven transformation questions



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CK changes the energy level of a room...  
and it only gets better as she speaks! 


CK's content, style, passion,  
and performance are bar none! 

By the end of CK's energetic, engaging  
speech, everyone is thinking, "How do  
I make this happen in MY business?" 

CK's insights, incredible energy  
and contagious passion gives  
marketers the guidance they need 


CK's passion and humor is  
beyond compare—she really takes  
innovating your business to heart 


An exceptional speaker, I hung  
on CK's every word as she made  
complex technical concepts  
accessible to everyone! 


With humor and high energy,  
CK easily transfers her passion  
for innovation to her audience 

CK never just "brings it" . . .  
she has a way of bringing it BEYOND!





An engaging speaker who makes  
everyone feel connected,  
inspired and thirsting for more 

Memorable and forward-thinking,  
CK captures the true spirit of innovation 


A rare presenter that meets  
the needs of those that are new  
to tech and those with experience 

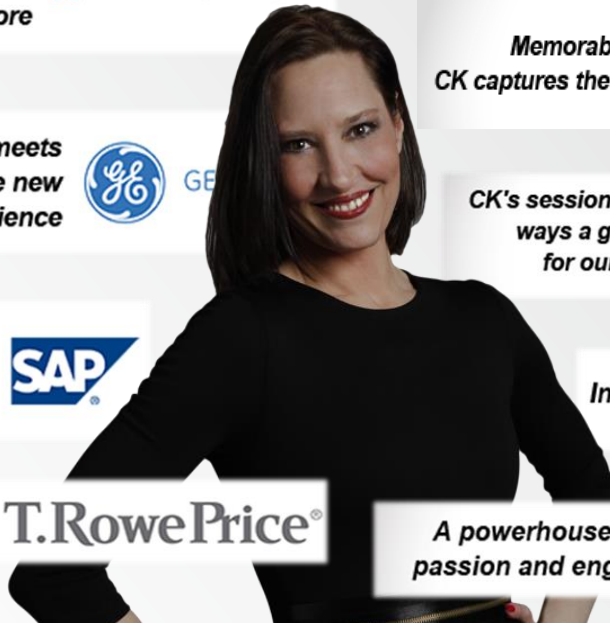
CK's session was in many  
ways a game-changer  
for our future plans 

One of the most-gifted  
presenters I have ever seen 

Incredibly informative  
and entertaining 

CK has a gift ...  
we were all mesmerized! 

A powerhouse of knowledge,  
passion and engaging delivery 



**Christina "CK" Kerley**

**The Next BIG Things In Next-Gen Tech**

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