Our planet is undergoing a most unique revolution where the physical and the digital worlds—two realms that have always been divided and distinct—are now beginning to converge, communicate, and collaborate.

Through the Internet of Things (IoT), inanimate objects are being transformed into smart devices. But far more than a technological capability, IoT is heralding history: For the first time, computing and connectivity can be infused within—and will no longer need to be separate from—all the things that make up our world.

Digital capabilities will be integrated into even more of the devices that we carry. Woven into the items we wear. And embedded into all the objects—from the ordinary to the extraordinary—that fill our lives.

With mobile we connected people; with IoT we are connecting things. While digital ushered in the Internet, IoT gives rise to an “Outernet.” And where social media produces Big Data from billions of people—IoT will generate much BIGGER Data from trillions of things.

It’s small wonder that IoT creates such wide-ranging opportunities as dumb products can be reengineered into smart solutions. Single-purchase offerings can be reimagined into ongoing services (and ongoing revenues).

Further, objects can be turned into their very own sales channels. Products can produce an ongoing feedback loop for constant innovation, and improvements. Marketing can become precisely targeted to individual preferences. And a host of complex processes can be reformed into efficient activities—with cost-savings to the bottom line.

Unprecedented in its size, scope, and scale—and projected to be 10 times the economic impact of the World Wide Web—IoT marks the massive progression where our world moves from smartphones . . . to smart EVERYTHING.
What Companies Say About CK:

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

Verizon

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

Panasonic

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

AVAYA

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

Microsoft

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

Wyndham Worldwide

Novartis

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

Ad Council

TD Ameritrade

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

Bristol-Myers Squibb

Association of National Advertisers

United Nations Department of Public Information

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

GE

GE

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

SAP

Johnson & Johnson

Incredibly informative and entertaining

Cisco

One of the most-gifted presenters I have ever seen

T. Rowe Price

A powerhouse of knowledge, passion and engaging delivery

Christina “CK” Kerley

The Next BIG Things In Next-Gen Tech

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