



Bringing out the best in Business!

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Name

Bill Robinson

Topics and Title

Journalist & Technology Speaker

Background History

Bill lives in the United Kingdom and writes columns, articles and cover stories for The Wall Street Journal Europe, Marketing Magazine (UK), FORTUNE Small Business, Cisco System's iQ Magazine, Business 2.0, The Financial Times, Forbes.com, United Airline's Hemispheres Magazine and Upside Magazine, among others. Bill's "On Location" columns for Upside have won three prestigious ASBPE awards. He also appears frequently on CNN, PBS, Bloomberg, had a regular segment on SKY News and speaks, moderates and chairs technology, marketing and business conferences worldwide.

In travelling the world as a journalist, Bill Robinson has learned about Technology, the Wireless phenomenon and future telecommunications technologies that he is sure will shape our future world. During the two years he wrote his "On Location" column for Upside Magazine and in writing his column on next-generation devices for The Wall Street Journal Europe, Bill has travelled to over 66 cities in 42 countries covering technology, biotech, venture capital/investment, incubators, economic development, the Internet, hardware, software, wireless technologies, Bluetooth, the media and convergence devices of the future for his writings and SKY News segment.

Bill has interviewed many luminaries in business, technology and science including: Bob Pittman, CEO of AOL & COO of AOL/Time-Warner; Sven-Christer Nilsson, former CEO of Ericsson; Sir Arthur C. Clarke while in Colombo, Sri Lanka for SKY News; Jim Yost, CIO of Ford Motor Company; Jan Carlzon, former CEO of SAS Airlines and management legend; Charles Schwab for PBS; and Vint Cerf, a "Father of the Internet"; among others. Bill now counts these important men as friends.

Areas of Expertise:

Bill can give a keynote speech, chair, moderate or participate on a panel compellingly on a number of topics:

General IT-including hardware, software, e-commerce, database management, online retailing and merchandising, Internet marketing, intranets, ERP and CRM software,

"Digital Government"-economic development and how, where and when the next Silicon Valley will appear

"The Wireless World"-Devices (wireless, Bluetooth, Next Generation devices for WSJ Europe column-I can demo and explain several futuristic prototypes);

"Strategic Alliances and How to Build Them Right"- which listed the simple ingredients and foundational building blocks for an efficient, productive SA.

"Why the Tech Wreck & Dot-com Debacle Had to Happen"- "Darwinism-Natural Selection in Technology"; & "Why the World's Telecoms Won't Survive". - A brutal analysis of how we got here and what it's going to take to return some normalcy to the IT, Telecom and VC sectors.

"CRM: Just another Flavour of ERP?"-The ERP software companies have merely created a new "panacea software" which will disappoint and frustrate their customers.

"The Linux Revolution"-Why Microsoft hostages may soon have an alternative and how Microsoft will be forced to provide better customer service, less bugged releases and lower prices in order to retain their customers while Linux develops and gains market share.

"The Absence of Integrity in Global Business"-Enron, Global Crossing, Arthur Andersen, Qwest, WorldCom, Xerox, even General Motors is not immune to accounting fraud, mismanagement and scandal.

"Why Silicon Valley's Dead"-The Valley is toast. Singapore or Amsterdam is it.

"Biotech: Why It Will Suffer It's Own Bubble Burst"-As someone who subscribes to Darwinian theories being applied to business and technology, Biotech will have to experience its very own "wreck" in order to grow stronger in the future.