



Bringing out the best in Business!

PO BOX 57323, LONDON. E1 1XA
T: +44 (0)20 7247 1193 F: +44(0) 20 7247 0980
E-mail: info@cityspeakersinternational.co.uk
Web: www.cityspeakersinternational.co.uk



Name

Barry Shrier

Topics and Title

IT Communication Speaker & Faciliator

Background History

Barry speaks regularly at international events in Europe and North America on the subjects of wireless technology and consumer behaviour. He is recognised as a charismatic and admired public speaker known for delivering informative, entertaining, and provocative speeches, lecturing to MBA level and often being voted 'Best Speaker'.

Documented as an industry leader he continues to be in demand as a wireless expert and an ambassador for the Wireless Telecoms industry. Barry has an MSc in Philosophy from the London School of Economics, and a BA in Politics from Middlebury College, Vermont, USA.

Areas of Expertise

Barry Shrier is the Founder and Chief Executive of The Liberty Europe Network, a group of businesses focusing on Wireless Internet expansion throughout the EU. Previously, Barry was hired by Deutsche Bank to launch Paybox, the world's first international mobile payment system. Barry was the spokesman for Paybox and a leading speaker on Mobile commerce. Prior to Deutsche Bank, Barry worked for several strategic marketing consultancies where he developed his expertise in the application of cognitive psychology to understand consumer behaviour. He managed various international projects for Unilever, Guinness, Procter & Gamble, Mars & Nestle.

Barry is a passionate supporter of entrepreneurial innovation. He is also a Board Member of the Wi-Fi Group, Europe's leading business organisation promoting future Wireless Technologies. With extensive professional Media Training for TV, Radio, and print (journalists and analysts), and his immeasurable knowledge and expertise, Barry thrives in the world of Mobile and Wireless Technologies and is active in the conference arena as a chairman, moderator and keynote speaker.

Client Comments:

"...Your talk was a perfect ending for this course and left both students and faculty craving for more. Our students evaluated your presentation among the highlights of

the module...I particularly wanted to thank you for the speed and efficiency of your response when we first approached you and for and enthusiasm and dynamism of the delivery of your speech. The whole process was seamless and most enjoyable from our side."

Professor George Roussos, University of London

"Barry Shrier is one of the few specialists in shopper psychology that is capable of turning a difficult subject into a comprehensive one thanks to his enthusiasm and well chosen examples"

Pascal Libyn Managing Partner Risc - Belgium

"I was very impressed with your presentation at the CETC meeting last night. It was a lively and extremely interesting talk and a polished presentation".

Michael Wilton-Cox Rapier Management Consultants