



JOE BARKAI

CONSULTANT, SPEAKER, AUTHOR AND BLOGGER

Joe has more than 30 years of experience in helping organizations chart their product and market strategy.

Joe's background at the union of business and technology with dozens of organizations across diverse industries provides a unique ability to "connect the dots" and clearly articulate the always-evolving business value of technology.

His focus is on researching, forecasting and the strategic application of industrial Internet of Things (IoT) technology and how it is enabling transformative business models. Topics Joe is exploring include the future of mobility, robotics and the workforce, virtual and augmented reality, and new product innovation concepts.

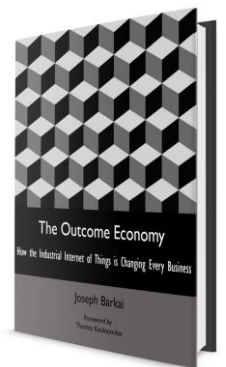
As the Chairman of the Automotive IoT program at SAE, the world's largest organization of automotive engineers, Joe has a unique perspective on connected cars, autonomous driving and mobility of the future.

Previously, as Vice President of Research at IDC, a leading global market research firm, Joe led international research for over eight years across a broad spectrum of industries, including automotive, industrial equipment, aerospace, construction, medical devices and high-tech. He has worked with companies such as Caterpillar, Chrysler, Ford, IBM, John Deere and Siemens. He has appeared on CNN and has been quoted in The Wall Street Journal and numerous industry publications.

Joe's ongoing market research and pragmatic approach provide a solid foundation of knowledge and insight for board members and senior executives trying to make sense of the fast-changing technology landscape. These key players will find Joe's acumen essential in making strategic technology decisions, driving market adoption and improving organizational decision-making.

THE OUTCOME ECONOMY

Great change requires great vision that can glimpse into the future and offer a reason to leave the comfort of the past behind. This book is the roadmap with which we can begin to see, understand, and navigate that future.



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KEYNOTE TOPICS

- The Internet of Things – Living in an Always Connected World
- The Outcome Economy
- The Future of Transportation and Mobility
- Innovation in an Always Connected World

