



Software is redefining the way our entire society functions, and award-winning author **Robert Tercek** is the go-to technology strategist on digital transformation. As many businesses struggle to keep up with the inexorable shift from product to platform, Tercek provides strategic insight and advice for executives to reinvent their businesses and take action to proactively contend with digital disruption - before it's too late.

A former media executive who realized in the 1980s that digitization was a powerful, disruptive force, Tercek's urgent message is that software is not only redefining the way society works - from the way we communicate to the way we learn and work - but it is literally reshaping the physical world. Entire categories of familiar products have been replaced by software, and increasingly, the flow of traffic, money, goods and services is governed by information technologies. Tercek calls this process "vaporization," and argues that it is accelerating as it spans to every industry and civic institution around the planet. Whatever can be vaporized will be. Tercek provides strategic insight and leadership guidance to a wide range of companies that includes manufacturers, major retail chains, media, and advertising conglomerates, health care providers, automakers, and technology firms, as well as standards bodies and state and national governments. In 2016, Tercek's best-selling book, "Vaporized: Solid Strategies for Success in a Dematerialized World" (LifeTree Media, September 2015), was chosen from a field of 10,000 business titles as the 2016 International Book of the Year by GetAbstract. Reviewers called "Vaporized" an "urgent manifesto," "a wakeup call" and an "essential read for 21st-century leaders." After digesti...

## Robert Tercek

### Speech Topics

- Technology
- Media/News Journalists
- Change
- Artificial Intelligence



## Testimonials

"Robert is a consummate professional. An energetic, captivating speaker who has a passion for his topic and the experience, knowledge, and skill to back it up. His workshop and keynote were easily the most popular events of our conference. Highly recommend Robert for any company that would like assistance in their creative process."

- Partnership Management, QTel Group.

"Rob's presentations are energetic, future looking and inspirational. The effect of his presentations is so much more than informational. He truly inspires the audience to think differently, to consider new ideas for the future, and then to build plans and take actions to innovate in anticipation of that future. Rob is energetic and enthusiastic in his presentation style, using unique and engaging graphics and narrative to tell a story of where we are and where we might go to be successful."

- Senior Vice President of Development Services, PBS.