

Speaking Introduction for

WILLIAM C. WEISS

Bill Weiss is strategic thinker who has been providing corporate leaders with strategic counsel for more than 30 years. His work has been in diverse geographies including Asia, Europe, the Middle East and North America.

Some of the areas where Bill focuses include media, telecommunications, information and other emerging technologies. His unique way of analyzing the business landscape offers companies, boards and investors a fresh strategic framework for understanding how technology and change can open new possibilities.

He calls his approach "Design a Future[®]" which includes 4 key principles that consistently affect how you strategically gain and maintain. Some of the clients who have worked with Bill and The Promar Group include Discovery Communications, Ericsson, GE, IBM, Qualcomm, Toshiba and others.

In addition to his roles as Founder, Chairman and CEO of The Promar Group, Bill also serves as a partner, Senior Fellow and advisory board member for organizations such as Quantum Capital, a venture capital firm for early-stage, business-to-business technology companies; the Media Center at the American Press Institute, a think-tank organization that promotes innovation in media and enabling technology; Infowave Software (TSE: IW), a Vancouver-based wireless software firm focused on delivering significant results for the mobile enterprise.

As other executives and investors from around the world began to approach Bill to take advantage of his insights, he transformed The Promar Group into one of the first virtual enterprises through the founding of The Promar Group Executive Consortium[®]. It is a carefully selected group of experts and successful international executives previously from GE, IBM, MSNBC, Saatchi & Saatchi, the United States Navy and others which form the basis of his continued success and that of Promar.

Bill and The Promar Group have also been featured in publications such as **Work Naked**, a fast-selling business book focusing on the virtual workplace, and Fast Company Magazine's *Fast Pack 2000*, a gathering and follow-up article on the movers and shakers for the year 2000 and beyond.