B2B Sales Training Strategies
Impacts

Accelerating 3G Mobility Sales
Lessons from CIO-IT

- Insights and lessons-learned from the North American adoption of Mobile Data
- Strategies for engaging your business customers to drive Mobile technology adoption
- Understanding the Enterprise CIO-IT views from companies that buy Mobile Data solutions
- Review case studies, ROI expectations and Enterprise perspectives on the trends for networks, devices and enterprise management
- Practices and techniques to drive demand, enhance retention, and raise the competitive bar

Testimonials

"Had an undeniable impact on our ability to ring the cash register …"

"A 'catalyst' – some sales execs had been struggling for 2+ yrs …"

"Extremely pleased with the value brought to our solutions and propositions …"

"Great, credible job in the market place …"

Sales leaders and clients

ICTKEYNOTE INC

- A consultancy that supports keynotes, seminars and briefings that enhance strategic collaboration between CIO-IT leaders and their technology vendors
- Available to support Sales and Marketing training to enhance Strategic Account Management
- Flexible global coverage for internal and external events, conferences, workshops and seminars

CAPABILITIES and IMPACTS

- Enhancing Solution Sales, Influencer and Event/Field Marketing effectiveness
- Driving Business Unit alignment and bottom line results through CIO-IT Strategy, Governance and Planning
- Innovations for Professionals and Project Teams accelerating the adoption of new technology
- Consulting Services sharing views & perspectives from CIO-IT customers
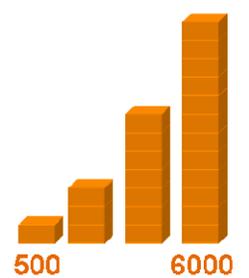
PREVIOUS EXPERIENCE

- **Verizon**
- **AT&T**
- **Sprint**
- **Telus**
- **Others**

AUDIENCES

Sales Executives

100   1200

Customers

500   6000

Offices:
Calgary, AB
Toronto, ON

Mailing Address:
6-2400 Dundas St. West
Suite 264, Mississauga
ON, L5K 2R8 Canada

Contact:
+1 905.855.1684
info@ictkeynote.com
www.ictkeynote.com

ICT
keynote inc

Associates

Ray Gilbert

raygilbert@ictkeynote.com
+1 905.855.1684
Toronto, ON Canada

Ray provides engagement advice and leadership to advance customer insights and accelerate the adoption of new **I**nformation and **C**ommunication **T**echnologies (**ICT**).

This role leverages perspectives acquired through 7+ years as a VP in IT for Enterprise Collaboration at Lucent Technologies. In addition to this IT strategy experience, Ray has 15+ years in senior operations positions with Nortel and Lucent in the US and Canada.

Ray has been a frequent **keynote** speaker for hundreds of CIO-IT and business audiences that sought new perspectives on the business and IT impacts of telecommunications trends (e.g. Cellular Data). He has led dozens of briefings and workshops with CIO's and their leadership teams in major corporations. Carriers in the US and Canada have specifically invited Ray to provide independent end-user insights at product launches, industry conferences and technology roundtables with sales/marketing teams and key customers.

Ray has a Bachelors, Masters and an MBA from the University of Toronto. He is a registered engineer and mentors local startups on ICT issues and governance. He is a member of the IEEE, the Society for Information Management (SIM) and the American Marketing Association (AMA). He volunteers at the University of Toronto Rotman School and has participated in conference advisory groups at WINMEC plus the Anderson School at UCLA.

Martin McManus

mmcmanus@ictkeynote.com
+1 403.200.6481
Calgary, AB Canada

Martin co-founded ICTkeynote Inc in 2007. The **ICTkeynote** consultancy focuses on offering subject matter expertise on telecommunication trends, emerging technologies and their associated business and people impacts, delivered from a pragmatic IT-practitioner's viewpoint.

Martin has 20 years telecommunications experience with Alcatel-Lucent, Lucent Technologies and AT&T in Europe and North America. This includes senior management roles in IT, Operations, Professional Services and Customer Support, plus Engineering roles with Bell Labs.

For 7+ years, Martin has been active across North America as an IT speaker at over 80 public and private conferences, summits and benchmarking forums – sharing an IT enterprise viewpoint on the adoption of emerging technologies. Audiences have included CIO-IT executives in every major industry, as well as government at all levels and not-for-profit organizations.

Martin has a BSc. (Hons) in Computer Science with Mathematics from the University of Bristol, UK. He is a founding member of the Toronto chapter of the Society for Information Management (SIM) and a graduate of the New York SIM Regional Leadership Forum.

EVENTS
- **Keynotes**
- **Seminars**
- **Workshops**
- **Panels**
- **Webinars**

AUDIENCES
- **Sales**
- **Marketing**
- **Product teams**
- **Customers**
- **Partners**
- **Conferences**
- **Associations**

STRATEGIC GOALS
- **Relationship**
- **Retention**
- **Education**
- **Discovery**
- **ROI & Use Cases**

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