

Introduction

Jack Shaw

For over 30 years, Jack has been a leader in assessing the impact of technology on the evolution of business strategy. Jack's formal education includes a BS in Business Administration from Yale University and an MBA in Finance & Marketing from the Kellogg Graduate School of Management at Northwestern University.

As Vice President, Product Management, for Selectica, a provider of the leading Objective Driven e-Commerce Platform, Jack is responsible for the strategic direction of Selectica's products. He is also recognized internationally for his expertise in business, technology, and intelligent systems – having spoken to audiences in a wide variety of industries in 20 countries. Jack has written such bestselling business books as, *Surviving the Digital Jungle* and *Doing Business in the Information Age*.

Jack will inspire you to rethink your business as he has others around the world, So, please settle back, strap yourselves in, prepare for a vision of your future, and join me in welcoming – Jack Shaw.