

John Rossman – Keynote Descriptions

Think Like Amazon about — The Future of Your Industry

What is the future of your industry? It is a question that leaders must ask themselves often. But what are the right questions to ask, what metrics should be used, how is our industry going to be disrupted? All of these questions will be answered by former Amazon Executive John Rossman. John launched and scaled their third-party platform which today account for over 50% of Amazon's business. By leveraging many of the ideas from Think Like Amazon, Rossman will propose several aspects of your industry which will likely change and leave audiences with strategies, tools, and questions to help create this future.

Think Like Amazon about — Artificial Intelligence

How might artificial intelligence and machine learning impact your industry and business model? What are the indicators that it's already underway? How do we make innovation a vital part of how we operate? How do we get started? In this speech, Rossman will outline how AI is already impacting businesses, best practices on the management of innovation in the enterprise, the "actions of no regrets" we should all take in preparation and leave the audience with practical actions to take to create your AI-driven business.

Think Like Amazon about — Strategy and Corporate Culture

Amazon is a fierce competitor, systematic innovator and creating a dramatic change in many industries. How does Amazon think about and create the playbook of strategy, operational excellence, and innovation? What can you learn from them and apply into your business? In John Rossman's signature leadership keynote, he will reveal and unpack the secrets of Amazon's unparalleled growth and how the company's culture has driven innovation and growth. From Think Like Amazon: 50 ½ Ideas to Become a Digital Leader, audiences are leaning forward, taking notes and inspired with strategies and tools to innovate and lead.

Think Like Amazon about- Innovation

Leaders at Amazon expect and require innovation and invention from their teams. They are externally aware and look for new ideas everywhere. Amazon has a thrilling power to innovate that few other companies have matched. But how does Amazon continue to innovate and outperform the competition? Through a systematic approach and a deep understanding of what it means to be digital, Amazon has created a culture and system that continues to outperform everyone else. Former Amazon executive turned digital strategy consultant John Rossman will leverage ideas from his book “TLA” to show how all companies and organization are capable of innovating at the same level as Amazon.

The Amazon Way™ on IOT

From John Rossman’s book *The Amazon Way™: 10 Lessons Every Leader Should Learn from Amazon’s IoT Strategy*, the former Amazon executive unpacks how connected devices will transform industries and businesses, and what leaders should do to take advantage. Rossman will look at how connected devices will revolutionize how business is done and change the marketplace. This speech will give leaders from all types of businesses a blueprint on how to leverage connected devices for the future of their business.