

## Chuck Martin

Innovation & Technology Expert and New York Times Best-Selling Author

### **Digital Disruption 3.0.**

The first major digital disruption was the Internet. That one was gradual, taking years for every individual and business to get online for the first time. The second disruption was mobile, which was faster, since everyone was already on the Internet. The third disruption underway relates to the connecting of billions and billions of devices in every location, the Internet of Things. Chuck Martin has identified seven major digital disrupting forces of the Internet of Things: artificial intelligence, digital voice assistants, smart homes, drones and robots, connected cars, sensors, and virtual and augmented reality. Based on his upcoming book "Digital Disruption 3.0," this high-paced presentation puts into context the significance of each of the disruptors, highlighting the aspects that matter both in the short and the long term. Digital Disruption 3.0 deals with what is about to impact every business and define the future.

### **The Butler Economy.**

New forms of connectivity and sensors along with the miniaturization of big data are causing previously un-thought of and highly disruptive personalization methods. The Butler Economy, coined by Chuck Martin, is about the transformation of how businesses will need to serve customers who are being connected to everything around them as they go through their daily lives. This session defines the seven major forces, ranging from all-the-time everywhere-marketing to the end of push-pull marketing.

### **Predictive, Adaptive, Responsive.**

Over the next five years, \$6 trillion will be spent on new solutions relating to the Internet of Things, with consumer spending topping \$1 trillion. Billions of sensors will change the entire supply chain, linking supply and demand to time and location. If it moves, it can be connected. This session details how to deal with these new dynamics. The concept of loyalty is being reversed: rather than companies looking to identify and reward loyalty customers, it will be the customers who identify, aggregate and reward companies they perceive to be loyal to them. This is the ultimate business-customer disruption.

### **The State of Disruption.**

Disruptive digital technologies are flooding the market. The Internet of Things, artificial intelligence, machine learning, big data, virtual reality, augmented reality, smart appliances, intelligent assistants, voice activation devices, wearables, hearables, autonomous vehicles, chatbots, smart speakers, near field communication, sensors and numerous forms of cognitive computing. This up-to-the-minute, non-techy market presentation provides a practical and understandable roadmap of all latest disrupting technologies in market context with insight on how to skip the fads and ride the trends.

### **The Internet of Things (IoT).**

As a futurist and visionary, in 1998, Martin wrote in his book *Net Future* the following: "Wearable computers will venture out of the labs into the workplace, disposable chips will allow appliances to communicate with each other, and more networked devices will continue to be linked to more networked devices." This session paints the picture for where the world is heading in The Internet of Things and what business leadership is needed to take an organization there.

**The New Digital Landscape.**

There are more than seven billion mobile phones worldwide, far exceeding the number of toothbrushes or toilets. With more than two billion of those being smartphones, a new consumer is emerging, totally armed with all information at their fingertips. In this customized, fast-paced and high-energy presentation, #1 best-selling author Chuck Martin lays out the digital landscape providing a clear direction and path for businesses of all types. Location technologies, NFC (near field communication) and sensors of all types all play a role in the coming consumer behavioral changes that will impact all business. In what Martin defines as the Mobile Shopping Life Cycle, there are six specific moments when marketers have the opportunity to influence consumer purchase decisions.

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