

## Terry Jones

Former CEO and President of Travelocity

**The Impact of AI in Healthcare.** Robots caring for our elderly? Printing ears that hear? IBM's Watson diagnosing our maladies? What are the impacts of AI and other technologies in our healthcare and how can we take these disruptions and use them to innovate to our advantage?

Terry Jones is an expert on disruption. He disrupted travel with Travelocity. Disrupted Travelocity with Kayak. And now he's disrupting travel again with Wayblazer.ai.

An expert on AI and the future of technology, Jones has consulted with health care and other industries worldwide on disruption and change. He encourages them to take risks testing new business models and that to change the world disruptions don't have to change everything, many times it's just one thing. UBER and Travelocity didn't change a product, just how you purchase it.

His recent speech to 1,000 home care providers was highly customized for Healthcare. Jones showed audiences the technologies and new business models that are likely to disrupt them, and most importantly, what do to about it!"

As Terry says, "Disruption and Innovation are just two sides of the same coin. You only call it a disruption because you didn't do it!"

**Disruption Off.** Leaders are worried. Businesses are being disrupted at an ever-increasing pace and technological advances are converging to create unprecedented dislocation. Identify what these are and how you can turn them to your advantage. Terry reviews the top 10 technical forces of disruption and more importantly shows the new business models that result.

Utilizing technical forces of disruption, Terry shows our current business models that are created from disruption and how start-ups are shedding old concepts to create simple models that "own the edge". The Edge - where the customer is - where we HAVE to be. (IE *AirBNB, Uber, Nest*)

As Terry says, "My innovation is YOUR disruption. It is only disruption because YOU didn't do it!" Drawing from his experiences with several start-ups and as the founder of *Travelocity.com*, founding Chairman of *Kayak.com*, and Chairman of *Wayblazer*, Jones helps audiences turn disruption into innovation.

This fast-paced presentation can help you avoid disruption and become the innovator.

Terry can also address the implications of these technologies on the work force and the future of work. Additionally, they can also be combined with his ON Innovation speech and Disruption topic.

**The Business of Innovation.** Growth. Every company has to have it. But in today's hyper-competitive environment and difficult economy how do you get it? Terry Jones, master of innovation took a team of 10 and built a multi-billion dollar enterprise based on an innovative idea that most of his colleagues thought would fail. Terry created a culture of innovation where new ideas were celebrated, mistakes became fast learning loops, and employees learned that anyone can innovate.

Terry will take your audience through the steps to nurture new ideas and the organizational structures, funding policies, and team members required for success. Many speakers talk about the future; Terry gives audiences step-by-step plans to create it.

**Leadership In A Wired World.** It's a new world out there.... A world where 'the office' is anywhere and communication is constant; where the pace of change is staggering and the 'wired generation' is entering the work force. In this new world, how do you lead? The basic principles of good leadership haven't changed in hundreds of years; but, in this new world, how we APPLY them MUST change. Today's new worker has been raised in the digital age, has been multi-tasking since the age of three and has been online for most of their life. How can companies most effectively communicate with, lead, and leverage this very different employee base?

Terry Jones has led both large corporations and small start-up companies. As a CEO, a board member, and a consultant, his innovative leadership style has helped reshape the travel industry. In this program, he offers concise and actionable insights into how leadership is changing in this new technology-driven world.

**Building Digital Relationships.** How will your customer contact you today? In the store, via the phone, on your website, read a tweet, friend you on Facebook? There is no way to know. In this presentation, e-commerce pioneer Terry Jones gives your audience the keys to unlock the mystery of how to deal with today's omni-channel customer.

While face-to-face contact isn't going away, companies that lack an effective online relationship strategy are being left behind. Jones vast online experience can educate your audience in all phases of the digital conversation from search to social media, using real-world examples in creating *Travelocity*, *Kayak.com*, and helping dozens of other companies.

Keeping up with today's omni-channel customer is a daunting task. Terry's long experience in the online world (*Travelocity*, *Kayak*, *Wayblazer*, and the boards of 10 digital companies) can show your audience how to succeed in this complex digital world. From search to social, mobile to big data, local to logistics, Terry will cover what you need to know now to keep 21<sup>st</sup> century customers satisfied.

These ideas can also be combined with his ON Innovation speech and Disruption topic.

**Artificial Intelligence.** Terry Jones, whose name is synonymous with e-commerce and travel, has started a new business based on artificial intelligence (AI). Having spent the last three years investigating and implementing AI-based solutions he offers his unique perspectives on AI and why it is so important to 21<sup>st</sup> century businesses.

Terry will show your audience the 'why now?' of integrating artificial intelligence into businesses. AI has been being constructed since the 1950's so is today another AI bubble or is today the time that all work will be changed by the power of artificial intelligence?

Perhaps most importantly, Terry will explain the coming "battle for the edge". How the most innovative companies are battling to make it easier and easier for customers to shop and buy anytime using AI. He will take audiences through examples like *Google's* Predictive Suggestions, *Amazon's* Alexa, *Microsoft's* Cortana, and *IBM's* Watson, and how each is striving to be the most powerful AI platform. The battle for the edge will reshape how businesses and consumers shop and buy and will topple businesses unprepared for its implications. Using real world examples, Terry shows audiences how AI is already in use and inspires them to create a place for it in their future.

Key Takeaways:

- The foundations that insure that this is the time for success with AI
  - The myths surrounding AI
  - How big data plays with AI
  - How AI will turn the internet into the most interesting man in the world
  - How search gives you clues and AI gives you answers with confidence
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