

Industry Analyst



Veronica Williams, MBA, PMP

Veronica Williams is a leading authority on business and technology. An internationally recognized author, lecturer and consultant, she is considered an expert on deriving value from new and emerging technologies. Ms. Williams has written numerous articles and authored *Wireless Computing Primer*, *Personal Computing Made Simple* and *Turning Technology into Value*. Ms. Williams has delivered keynotes at several events including COMDEX, UTC, Energy Technology Convention, the Cingular Interactive Developer Conference and Canada's MUNeGOV conference. Ms. Williams is featured in the book entitled *Women Who Mean Business*, published by William Morrow & Company. Her television appearances include *Computer Chronicles*, *Chicago Tomorrow*, the *CBS Early Show* and *ZDTV*.

Publications: Author of book entitled, *Wireless Computing Primer: A Comprehensive Guide to Wireless Communications and Mobile Computing*, 1996, IDG Books.
Author book, *Turning Technology into Value: It's Not Just Sales and Promotion*, 2003, Discover/IT.
Written over 40 articles appearing in professional and trade publications since 1993.

Public Speaking: **Keynote speeches** at COMDEX, Inc. CEO Symposium and other events.
Moderator, speaker and instructor at NAB, CTIA, COMDEX, N+I, CES, PC EXPO, DCI and other conferences.

Media Appearances: Featured guest on *Chicago Tomorrow television show*, 2001.
Featured guest on *Computer Chronicles television show*, Stuart Chiefet, host, 1996.
Other appearances include *CBS Early Show* and *ZD TV*, 1996 – Present.
Participant in **Media Advisory** for COMDEX, April 17, 2000.
Participated in media advisory for the launch of the AT&T personal computer.

Board Affiliations: Member GPS Latitude Corp. **Board of Directors**,
Member Microslate Corp. **Board of Directors**, 1999 - 2004
Member Fall COMDEX, Spring COMDEX and other COMDEX Advisory Boards, 1994-2001.
Member Consumer Electronics Show Advisory Board, 1997 & 1998.

Other Honors: Elected to Rotary International, 2003, President Orange Rotary, 2005 - 2007
Kellogg Alumni of the Year, 2000.
Featured in book, *Women Who Mean Business*, by A. Mikaelian, William Morrow & Company, 1999.
Featured in Marquis Who's Who in the World and other Marquis publications since 1989.