Scott Klososky

Founding Partner of FPOV; Technology Entrepreneur; Consultant; Author

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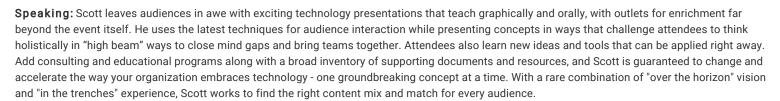
Topics

- Big Data
- Business Growth / Strategy / Trends
- Cyber Security
- IT
- Leadership
- Sales

About Scott Klososky

Looking for a thought leader who can bring an immediate impact? Scott Klososky specializes in helping leaders see the world in new ways through his speaking, consulting and books. He has used innovation, velocity, and future vision to build his own companies and advise clients. Now he speaks worldwide to audiences of all sizes across a myriad of dynamic industries.

Speaking: Scott leaves audiences in awe with exciting technology presentations that teach graphically and orally, with outlets for enrichment far beyond the event itself. He uses the latest techniques for audience interaction while presenting concepts in ways that challenge attendees to think holistically in "high beam" ways to close mind gaps and bring teams together. Attendees also learn new ideas and tools that can be applied right away. Add consulting and educational programs along with a broad inventory of supporting documents and resources, and Scott is guaranteed to change and accelerate the way your organization embraces technology - one groundbreaking concept at a time. With a rare combination of "over the horizon" vision and "in the trenches" experience, Scott works to find the right content mix and match for every audience.

Experience: A former CEO of three successful tech startup companies and principal at consulting firm Future Point of View, Scott specializes in seeing beyond the horizon of how technology is changing the world.

His unique perspectives on technology, business culture, and the future allow him to travel the globe as an international speaker, consultant, and author, publishing three titles to date and working with senior execs in organizations ranging from the Fortune 500 to universities, nonprofits, and countless professional associations and coalitions. As a technology entrepreneur, he also continually works in the trenches of building his own companies.

Currently Scott is developing Crowdscribed, a new publishing model for a range of publication types generated by crowdsourcing. Created by the crowd and for the crowd, this new model of publishing reverses the process of traditional publishing and produces titles that will guarantee readers—and revenue.

He is also the founder and part owner of Alkami Technology, a previous tech startup that developed a 2nd generation online banking platform with innovative features non-existent in current systems. The privately-owned software company focuses on providing online account management solutions to the financial services industry.

Background: Scott began his career hitting the ground fresh out of high school, where his job as a delivery boy was a springboard into the world of technology. He became division head of a computer sales division and then purchased it as his own company. It was eventually built into a twelve-store operation in three states.

His next endeavor was as founder and CEO of Paragraph, Inc., a Soviet/American joint venture founded in 1988, despite international tensions. Half of the company was sold to Silicon Graphics, and the other half is still expanding today (Parascript, Inc.).

Scott then collaborated with H.R. Haldeman to publish a diary of his years as an aide to President Nixon, which was a bestseller (Putnam Publishing), and involved Sony Interactive in the release of a book companion CD-ROM.

The evolving Internet ushered in a world of opportunity for inspiring pioneers, and Scott was not left behind. He was founder and CEO of webcasts.com, an early producer of webcasted media ranging from corporate and government communications to sporting events and entertainment. He sold webcasts.com in 1999 for $115 million. His expertise in leadership and his creative approach to business direction inspired Critical Technologies to hire

him as a turnaround CEO, where he completely rebuilt the underlying products and brought the company to profitability.

Select Keynotes

- ### Building a Digitally Mature Organization

Surviving digital transformation will require organizations to vastly improve their digital maturity. To do so, leaders must first understand where their organization currently stands and ways they can improve. Scott has developed a model outlining nine dimensions of digital maturity. This model includes a measurement of your leadership's technology IQ, systems of engagement and record, data maturity, and ability to navigate risk. There are important considerations required in each area to develop digital maturity. Digital transformation is more than just the "Uberization" of your industry. It rewards those that use technology to more effectively serve customers, those who create efficiency, and those who use technology to gain a competitive advantage. Scott works with leaders across a variety of sectors and organizations of all sizes, helping them improve their digital maturity. These experiences inspired him to develop a world class online assessment focused on digital maturity. In this presentation, the emphasis is on helping leaders measure where their organization currently stands with its ability to use digital strategies to win in the market.

- ### Building a Humalogy®-based Customer Service Experience

In order to grow revenue and market share, organizations must transition from a focus on transactions to relationships. Marketing today is always a combination of human and technology touchpoints, and learning to integrate those wisely can be a powerful advantage. Scott explains three pillars of digital marketing: Relationship, Tools, Techniques, and the Digital Revenue Engine. The content may be heavier on any one of these pillars, based on what the audience might find most useful. For example, many people want to learn how to map a relationship journey to define where and when to use digital tools, to create a smoother journey. As the field of digital marketing becomes more complicated, it is valuable to have models audience members can apply to their unique situations, in order to build tighter customer relationships in ways that are powerful and affordable.

A pioneer of digital marketing techniques, Scott has been on the cutting edge since the early days of the industry. This session combines his knowledge of your industry with digital marketing savvy to show you new methods for driving more business.

- ### Leading Through Disruption: Survive and Thrive in Digital Transformation

Every leader inside every organization is currently facing the monumental task of maturing their tools, processes, and people in a world dominated by technology. The ultimate health of every organization is based on how well this transformation occurs. In a thoughtprovoking and inspiring presentation, Scott walks you through the digital transformation and its formidable impact on your industry. Scott considers technologies that are currently impacting your sector, including the Internet of Things, automation, wearable devices, cashless society, cybersecurity, hyperpersonalization, and much more. He peppers this talk with real world examples of organizations that have navigated the digital transformation successfully and those who have not. He also uses interesting and humorous anecdotes from his work as a CEO, technologist, and consultant to provide illustrations of the steps leaders must take to pilot their organizations through a world that is evolving at breakneck speeds.

- ### Living on the Bleeding Edge: Game-Changing Technologies to Dominate Your Industry

Digital tools are increasing the speed of change and disrupting the dynamics of industries overnight. Examples like selfdriving cars, artificial intelligence, robotics, 3D printing, digital payments, and the impacts they will have on industries highlight the need for leaders to constantly be searching the horizon to anticipate changes and impacts in their market. In this program, Scott zeros in on the technology innovations and digital tools that will be disruptive. He also shows how leaders can use these tools to develop a competitive advantage and stay ahead of the pack.

His goal is to show leaders how to become "high beam" leaders, which are leaders who can look out into the future anticipating what's coming. Instead of being surprised by disruption, they can seize it to make their organizations stronger.

- ### Protecting Ourselves in an Increasing Connected World

The Internet of Things, Cyber Warfare, Digital Pearl Harbor: The field of cybersecurity will only grow in its impact on people, organizations, and our world. What will the future bring? In this presentation, Scott looks forward to tackling some of the challenges we will soon face in cyberspace. Will we witness a rise of surveillance on each of us, constant threats of digital attacks from state-sponsored actors, and bad guys attempting to seize control of our vehicles, our wearable devices, and our smart homes? These are some of the important topics that will be addressed in this presentation. Scott is recognized for his unique future vision and his ability to extrapolate technology trends that will influence our world.

In this program, he points this capability toward the world of cybersecurity to explain why it will become one of the most critical elements of our future.

- ### Selling in a Hyperpersonalized World

What if you knew exactly what each of your customers REALLY wanted? Would that help you develop customer loyalty? If you could anticipate what each person wanted from you before they told you, how would that change your approach? Through use of big data and digital connections, you can individualize relationships with any client or prospect you value. A hot topic in marketing today is "hyper-personalization." This is the

process of gathering a deep level of information on your constituents, and then using that information to create loyal and valued relationships. This goes way beyond installing a CRM system!

This includes using the process of "mapping the customer journey" to detail every touchpoint in relationships and how either a human or technology connection can be used to create a fantastic experience. As a special bonus, Scott can provide sample templates and tools that are used to complete these processes, so attendees can create a strategic plan for their organization.

- ## Selling in the Age of Smart Device: Building an Unforgettable Customer Experiences

Whether the customer is a patient, member, client, or buyer, the process for influencing them towards a sale is evolving daily. As buyers or consumers become more accustomed to doing their own product research and managing the sales cycle to their liking, your ability to influence them is changing. We don't all compete with Amazon, but one could argue giants like Amazon and other vertical market leaders have raised the bar for all organizations when it comes to technology expectations. Technology is playing a more critical role in the success of the sales cycle today. For that reason, sales managers and salespeople must learn how to best integrate their activities with tools like CRM systems, social technologies, digital content, and automated marketing systems.

- ## Technology, The Future of Humanity, and Our World

A recent study shows the average age a child first sees porn is eight years old. Pause for a beat and consider the impact of that statement, and know that there are many more startling facts that surround the way technology is integrating into every aspect of our personal and professional lives. Among the millions of utopian joys gained from the internet we also find ourselves enduring much that is dystopian. The concepts discussed in Scott's most recent book, Did God Create the Internet? The Impact of Technology on Humanity, are the backbone of this thought-leading keynote. One of the most speculated questions people (especially parents) have about technology is how it will impact us as a species over time. Will all these digital tools be good or bad for us as a species? What is technology doing to us? Are we going to be happier? Work longer and harder, or less? Will we have less privacy? Will younger generations lose capabilities that older generations had, or will our young people be more powerful than their predecessors?

Scott weaves technology together with philosophy into a thought provoking talk that is sure to be mind-expanding. There is a lot of flexibility to deliver content that is futuristic or relevant today. The tone can be conversational and filled with stories, or a serious call to action to make better decisions about boundaries with digital tools.

- ## The Dark Side: Understanding Threats In the Online Battlefield

The increasing dangers organizations face in cyberspace are as real as the headlines. A high-profile breach can cause enormous financial burden and have a reputation shattering impact. In this presentation, Scott highlights the common attack vectors and methods that cyber criminals use to steal, ransom data, or otherwise digitally disrupt organizations. He will discuss the rising threat from a growing reliance on mobile devices to accomplish tasks and analyze the financial implications of falling victim to an attack, by examining some of the more devastating cyberattacks and the lessons leaders can learn from these cases. If desired, he can even take attendees on a tour of the Dark Web.

Scott will review the latest attack vectors and deliver critical information about cybercrime and how it can impact your organization. Scott shares insights to help you protect your organization from attack.

- ## Virtual - Five New Work From Home Models That Might Stick

We have been surveying leaders and they are telling us they believe 75% of organizations will not go back to the same "work from the office" rules. We have identified five different options for moving to a partial or modified Work From Home (WFH) model.

In this talk, Scott reviews the possibilities and the return on investment for moving to a more permanent WFH paradigm for your team members. There are advantages and disadvantages to this work model so it is valuable to gain as much perspective as possible before the discussion gets too far down the road.

- ## Virtual - The Great Reset: Lessons Learned & Preparing for Next Time

One of the best ways to create value from a crisis is to be very conscious of what can be learned from the experience. We have all been provided new insights into WFH models, technology, preparedness, and risk control. In addition, the clock is ticking towards the next emergency WFH event or pandemic so it is critical to take what we have learned and make the needed adjustments to be better prepared next time.

Successful leaders (and organizations) often make more progress in a down market than in a rising one. Scott will walk you through interesting lessons we should all be learning as well as how to get prepared for the next crisis – all with a digital overlay. He will also provide his formula for gaining ground during the rest of 2020.

As a bonus, this presentation will come with a sample playbook (PDF) for handling an emergency work from home event.

- ## Virtual - The Great Reset: What Will Never Be the Same

Every crisis in the past 100 years has irrevocably changed life in the U.S. The pandemic of 2020 will be no different. In this talk, Scott reviews fifteen different areas of our lives and the economy that will never go back to exactly what they were before. This information will help you with

future planning and adjusting your business strategy.

This presentation has constant polling integrated so the audience is sharing their thoughts throughout - making for a highly interactive and informative session.

- **What Role do you Play for your Organization in Cyberspace?**

Any discussion of cybersecurity will inevitably include things like firewalls, network monitoring, and intrusion detection systems. Having a strong perimeter around your organization's infrastructure is important. Yet even an organization with the strongest perimeter has one key vulnerability: its people. In cyberspace, people, not infrastructure, are the most important asset or greatest weakness. This is very much dependent on their cyber IQ. A breach will more than likely involve a member of an organization. This isn't necessarily done with malice. People make mistakes. They click on links or download files they shouldn't, accidentally offer up information to the wrong person, or even execute regrettable and costly money transfers. These things happen, every day in fact. This program is designed to educate leaders and team members on developing good organizational cybersecurity while recognizing and thwarting a cyberattack.

Select Book Titles

- **2016:** Did God Create the Internet?
- **2011:** Enterprise Social Technology: Helping Organizations Harness the Power of Social Media, Social Networking, Social Relevance
- **2011:** The Velocity Manifesto: Harnessing Technology, Vision, and Culture to Future-Proof your Organization
- **2010:** Manager's Guide to Social Media (Briefcase Books Series)

Select Articles

- [The Psychological Harm of Cyber Incidents](#)
- [Achieving Digital Maturity: The Transformative Characteristics of Digitally Mature Organizations](#)

Select Testimonials

The tone you set for the rest of the Chief Security Officer Summit was just terrific! Your remarks and the panel were so well-received, and were referenced time and time again over the course of the two-day discussions. Thanks again for an excellent program!

— *ASIS International – The world's leading association for security professionals*

Scott Klososky delivered an insightful and thought provoking session that challenged the way our decision makers view the use of technology, in particular the internet, within their own businesses. Scott is an engaging presenter who is adept at describing cutting-edge technologies in terms that non IT-savvy business people can relate to and understand.

— *Baker Tilly International*

Scott was the highlight of our conference! He has an innate speaking style that naturally engages the audience. Our attendees were completely tuned in and before he was finished, I had texts from attendees asking for a copy of his presentation and contact info. Scott's content was spot on and the perfect springboard for our CEO's presentation.

— *Keystone Insurers Group*