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## **PATRICK SCHWERDTFEGER**

As a leading expert in technology trends and a recognized authority on global business trends, Patrick's work focuses on providing insights into the technological forces driving the transformation of businesses around the world. As Founder of Trend Mastery, a strategic consulting agency, Patrick helps his clients identify ground-breaking business opportunities. Patrick was recently invited to speak at TEDx in Sacramento on the topic of Learned Intuition.

Author of the award-winning book *Marketing Shortcuts for the Self-Employed* (2011, Wiley). Patrick's past books include *Webify Your Business: Internet Marketing Secrets for the Self-Employed* (2009) and *Make Yourself Useful: Marketing in the 21st Century* (2008). He has been featured by the New York Times, LA Times, San Francisco Chronicle, CNN Money, Fortune, Bloomberg Businessweek, the Associated Press, MONEY Magazine and Forbes, among others.

On average Patrick contributes to fifty innovation and leadership events across the United States and Canada as well as destinations in Mexico, the Caribbean, Europe and India.

Patrick is a passionate and dynamic speaker who focuses on delivering valuable content and highly practical strategies people can implement immediately and see actual results. His programs consistently get strong reviews and leave attendees burning to put their new strategies to work. Patrick's expertise encompasses modern business trends and communication strategies. The intersection of these two explain the focus his books have on small business marketing and social media, but today's mega trends directly impact communication channels for large corporations and governments as well.

Patrick was born in Vancouver, Canada, and received his Bachelor of Commerce (Marketing and Finance) from Carleton University in Ottawa (1993). Patrick now lives in the San Francisco Bay Area.