



Patrick Meyer

Patrick Meyer is The CEO Futurist and Business 3.0 expert. He brings the insights of a winning CEO and c-level advisor for Fortune 500 companies coupled with the forward thinking capabilities of an active futurist building solutions in the emerging digital, mobile, social, e-commerce and generationally shifting world.

He is a unique hybrid among c-level business leadership in building and re-inventing Fortune 500 brands/businesses -- with both line brand marketing experience (The Coca-Cola Co., Gillette, Kraft Nabisco) and senior consulting role to the C-Suite of the world's top companies (P&G, SAB Miller, Daimler, Virgin, Pepsico, VW, Unilever etc.) plus the emerging 3.0 tech brands and ventures.

When Steve Jobs and Apple released its iPhone, Patrick was there developing mobile apps and solutions as President of Sourcebits, a dynamic in Meyer's work where marketing and emerging technology are fused into business driving solutions. Sourcebits is the India/USA based leader in mobile apps, gaming and digital, with 500+ developers, working across all major mobile platforms (iPhone, iPad, Android, Symbian).

Since then, Patrick has helped companies and audiences "Shift Your Game: Business 3.0" as a prominent thought leader in mobile, social, e-commerce, and beyond. He is a partner at Thinaire, the leading NFC mobile platform that is aligned with Google, Samsung, Verizon and others in transforming retail, media, product with the next generation technology in smartphones. This includes his role as a c-level speaker and author of the award winning, future insight focused book: "Steve Jobs & The World of Mobile."

Patrick was also behind advertising/marketing's innovation thought leader consultancy, WPP Fusion 5. Clients retained Patrick and his USA/global teams to identify trends and action major growth strategies within large companies and challenging industries/markets they compete in. This includes C-Suite led efforts: innovation pipeline development, new products, brand revitalization, global brand building, channel/customer growth, marketing/agency organizational upgrading, acquisition assessment/strategy, etc. Brands include: Coke, Miller Lite, Ford, Virgin, Gatorade, Nike, etc.

Patrick has a BS from Villanova VSB and an MBA from Fordham University. Patrick is also an advisor and Board member to the Dean of Villanova Business School. He helped found the Villanova Innovation, Creativity & Entrepreneurship Center and The Meyer (Family) Innovation Awards given out annually by Villanova. This was also part of a strategic re-invention that drove it into the Top 20 business schools, In Fall 2011, Steve Jobs was recognized with the Meyer Innovation Creativity Award.

Patrick was "The Marketing Insider" on the weekly radio talk show, The Advertising Show. He is a Top 40 Innovation Blogger and global correspondent for the leading innovation source. He also is featured in PatrickTV and is a frequent media contributor on the emerging 3.0 world as The CEO Futurist and Business 3.0 expert.

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Patrick splits his time between Manhattan and Palm Island/Miami Beach. Most recently, one of his championship dogs became a Westminster winner.

Patrick's passion for truly understanding the company and industry he is addressing, along with his expertise on business driving solutions by fusing marketing and emerging technology is unparalleled in the speaking industry. His academic pioneer role also makes him an insightful and motivational speaker at the university level. As a Steve Jobs and Tony Robbins disciple, Patrick delivers an energizing and compelling experience that is always filled with customized content, rich (& fun) stories, breaking videos and innovative demos.