

Quicker Better Tech

*Key Technology Trends Affecting The
Way Business Will Be Doing Business
in 2012, 2013 and Beyond*



DURING THIS SESSION GENE WILL DISCUSS:

- The latest technologies for keeping yourself and all of your employees productive when mobile.
- Web based services for lead generation and marketing that will generate more revenues.
- New applications for improving customer service and product delivery.
- Advances in searching and buying technologies to find the lowest priced goods around the world and help customers find your products and services.
- Free and inexpensive communication and time management tools that will keep everyone closer.
- The next generation of powerful cloud based and mobile applications for customer relationship and project management, time and billing, job costing and collaboration.

Still working in the old world? Afraid of losing the competitive edge? New startups are appearing every day, run by a generation of people that understand how to use these technologies to operate more efficiently and profitably.

Isn't it time to get up to speed?

American businesses have learned to do more with less. And it's because of technology. Smart business people know this. And the managers of today are looking to capitalize on the trends of tomorrow.

So what technology trends will impact your business in 2012? And for the next five years after that? What should you be doing now to profit in the future?

In this presentation, national columnist for The New York Times and Forbes, best selling author and successful business owner Gene Marks will discuss the latest tools, technologies and web based services that smart business people are investing in today to make themselves more efficient, productive and profitable in the years to come.

Business management expert and entrepreneur Gene Marks is a popular columnist for Forbes, Business Week and American City Business Journals and a best-selling author of four business management books. Drawing on his experience running his own ten person company, 20 years of "Big 4" experience at KPMG and interviews with thousands of other business managers and executives, Gene shares his Quicker! Better! Wiser! secrets in this presentation.

**WHO
SHOULD
ATTEND?**
Managing Partners
Senior Executives
Managers

To Book Gene for your keynote or breakout session contact:

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To see Gene in Action visit:

www.quickerbetterwiser.com

GENE MARKS

Quicker! Better! Wiser!

Gene Marks is a columnist, author, and small business owner.

Gene's weekly columns and blogs for The New York Times, Forbes, Business Week and The American City Business Journal are read by thousands of small and medium sized business owners around the country.

Gene has written five books on business management, specifically geared towards small and medium sized companies. His most recent is *In God We Trust, All Others Pay Cash — Simple Lessons from Smart Business People* (Create Space, 2010). Gene has also written the #1 Amazon Small Business Best Seller *The Streetwise Small Business Book of Lists* (Adams Media, 2006), *The Small Business Desk Reference* (Alpha Books, 2004), *Outfoxing The Small Business Owner — Crafty Techniques for Creating a Profitable Relationship* (Adams Media, 2005) and *The Complete Idiot's Guide To Successful Outsourcing* (Alpha Books, 2005).

Nationally, Gene frequently appears on FOX Business and CNBC discussing matters affecting the business community. Gene also appears quarterly on MSNBC's "Your Business" program and monthly on various TV outlets in the Philadelphia area. In addition, Gene has appeared as a guest on numerous radio talk shows including The Sean Hannity Radio Show, authored dozens of articles for many publications and has been quoted frequently in the national media, including *The New York Times*, *USA Today*, *The Chicago Tribune* and *Business Week*. He is also a member of the National Speaker's Association.

Through his keynotes, workshops, seminars and executive retreats, Gene helps business owners, executives and managers understand the political, economic and technological trends that will affect their companies so they can make profitable decisions.

Gene owns and operates the Marks Group PC, a highly successful ten-person firm that provides technology and consulting services to small and medium sized businesses. The Marks Group PC, launched in 1994, has grown to help more than 500 companies and thousands of individuals throughout the country.

Prior to starting the Marks Group PC Gene, a Certified Public Accountant, spent nine years in the entrepreneurial services arm of the international consulting firm KPMG in Philadelphia where he was a Senior Manager.



QUICK FACTS ABOUT GENE MARKS

- New York Times Columnist and Blogger
- Forbes Columnist
- Business Week Columnist
- American City Business Journals Columnist
- Author of 5 Best Selling Books
- Frequent guest on MSNBC, FOX Business and CNBC
- Owner of The Marks Group PC
- Member of the National Speaker's Association
- Frequent Presenter at business conferences and events

SELECT CLIENTS

- Intuit Corporation
- Citrix Online
- Wells Fargo
- Bank of America
- Sam's Club
- Symantec Corporation
- Kodak Corporation

RECENT MEDIA

- "Is Obama's 2012 Budget Good For The Business Community?"
—NBC New York
- "The Dashboard"
— New York Times
- "Small Biz Technologies I'm NOT Buying In 2011"
— Forbes

TESTIMONIALS

One of the most informative and entertaining speakers we have had in a while. Gene's relaxed style and sense of humor makes his presentation a very enjoyable experience for any audience.

— Rod Serianni, Chair
Union League Business Network

I wanted to thank you for two terrific presentations at our recent Power Meeting in Colorado Springs, CO. Your topics on, "Why the Financial Crisis Will Be A GOOD Thing For Business Owners" and "50 Ways To Cut Costs and Build Profits" were very timely for our members. Your information was very important for them to hear and had a positive effect. We needed that after all the negative news about the economy in the press..."

— Charlie Wallace, Executive Director
Quality Service Contractors

Gene expertly translated today's economic and business trends into ever day language and applications that helped our members answer the question, "So what does this mean for me?" It was a pleasure to work with someone who showed a genuine interest in our group ad in making sure his presentation was informative, relevant, and delivered with a generous dose of humor. He said his goal was to make sure every person in our group left with at least one new idea to help make their business more profitable in the coming year — and he more than delivered. I was stopped over and over again by attendees who said, "What a great speaker."

— Betsy McGill, Executive Director
Florida Sod Growers Cooperative

Gene's advice gives business owners new opportunities so they can find success in the future.

— Justin Kitch, Chief Growth Officer
Intuit Corporation