

Announcement

[Jacquie Clermont](#) · May 9, 2022

Meet Global Summit Keynote Speakers



The banner features a dark blue header with the text "InterSystems Global Summit Keynote Speaker" in white. Below this, on a light gray background with colorful abstract lines, is the name "Geoffrey Moore" in large teal letters, followed by "Author of Crossing the Chasm and Inside the Tornado" in dark blue. A circular portrait of Geoffrey Moore, a man with white hair and glasses, is on the right. Below the text, it says "Hear from Geoffrey at Global Summit 2022 Seattle, WA | June 20-23" in dark blue. At the bottom left is a teal "Register Now" button, and at the bottom right is the InterSystems logo with "GLOBAL SUMMIT 2022" underneath.

InterSystems Global Summit Keynote Speaker

Geoffrey Moore
Author of Crossing the Chasm and Inside the Tornado

Hear from Geoffrey at Global Summit 2022
Seattle, WA | June 20-23

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InterSystems®
GLOBAL SUMMIT 2022

Hi Community:

Delighted to announce that bestselling author and disruptive technology specialist Geoffrey Moore will be a featured speaker at Global Summit on day 2, June 22. Can't wait to hear what he has to say. Here's his bio:

Geoffrey Moore splits his consulting time between start-up companies in the Wildcat Venture Partners portfolios and established high-tech enterprises, most recently including Salesforce, Microsoft, Autodesk, F5Networks, Gainsight, Google, and Splunk.

His life 's work has focused on the market dynamics of disruptive innovations. His first book, Crossing the Chasm, is about the challenges start-up companies face in transitioning from early adopters to mainstream customers. It has sold more than a million copies. Moore ' s most recent work, Zone to Win, addresses the challenge large enterprises face when embracing disruptive innovations, even when it is in their best interests to do so.

Moore, who gives between 50 and 80 speeches a year, has focused recently on the transition in enterprise IT investment from systems of record to systems of engagement.

I will be posting more information about our speakers. It's a great lineup this year.

Also, you can now build your schedule of sessions and labs on our website. Don't wait. If you haven't already, [Register Now](#).

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