

Announcement

[Jacquie Clermont](#) · May 9

Meet Global Summit Keynote Speakers

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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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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