

LINDA BERNARDI

SPEAKER. INNOVATOR. TECH ENTREPRENEUR.

MEET LINDA

Linda's motto is to **Imagine | Disrupt | Innovate | Lead**

Linda Bernardi is a bold believer in the positive impact that disruptive technologies are having across the business spectrum. She shares her enthusiastic outlook on how companies can thrive in the IoT economy by merely shifting to a strategy of viewing disruption and inversion as opportunities. Her first startup fired up the field of IoT (sold to Oracle in 2006) and Linda was Chief Innovation Officer at IBM for IoT and Cloud when IBM introduced Watson. Her focus was enabling IBM's Fortune 100 customers to introduce IoT, AI and cognitive capabilities into their operations and thrive in the Hyper-connected world. Her books focus on innovation and disruption with her most recent book *The Inversion Factor* published by MIT in 2018. She speaks to thousands of individuals and advises CxOs and boards around the globe. She was Chief Innovation Officer for IoT, Cloud and Watson at IBM, and has held a number of other senior executive positions.

TOPICS

- Disruption & Innovation
- Emerging Technologies
- AI-Enabling & Future-Proofing your business
- Building sustainable innovative cultures
- Leadership in highly competitive landscapes

INDUSTRY SECTORS

- Financial Services
- Healthcare & Pharmaceutical
- Technology Companies
- Retail & Consumer Products
- Hospitality & Industrial Products/Services

GET IN TOUCH WITH LINDA



www.lindabernadi.com

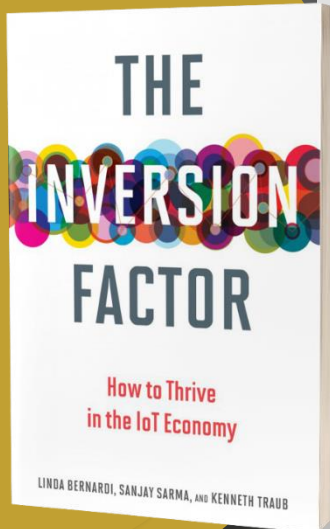
linda@straterrapartners.com



LINDA'S LATEST BOOK

Companies of all types and sizes need to shift from a **Product-Mindset** to a **Needs-Mindset**.

This book is the blueprint to guide you through the **Inversion** paradigm shift.



PROVOKE

Why the Global Culture of Disruption is the Only Hope for Innovation

Available on Amazon