

Boost Business by Building Better "Thought Leadership"

Take Action Today to Accelerate in 2022

with Special Offers on **HOT** stuff



Get started now, contact [Thomas B. Cross](mailto:cross@gocross.com) - cross@gocross.com - 303-594-1694

In the beginning and even more today, there is a critical need for "thought leadership" content and here are some options for building thought leadership content stage of the customer life cycle.

Then, it is important to apply "personas" to each content form to address the needs and concerns of each decision-maker as you will never know all the people involved in the decision process, you still must sell all of them, therefore it is critical to build content specifically for each of them. This has proven to "shorten the sales cycle" as a **"confused mind always says no."**



Here is a more [indepth article](#) on this vital subject. Then to apply these content types and personas to the website as well as promote this content continuously via search and social media. Depending on the need for a new, refresh or integration with client website, tap your favorite web designer or we can find you one along with Tom can accelerate your market and sales performance.

WEBSITE DESIGNED FOR CUSTOMER "PERSONAS"				
By Job Title	By Function	By Customer Solution	By Content/Context	By Technology
• CEO	• Team building	• Collaboration	• Sales Engagement	• CR
• CFO	• Product Dev	• Quality	• AI	• ERP
• CTO	• Processes	• Company-wide	• Learning	• UC/IM
• CIO	• Sales	• Training	• Digital Marcom	• Office
• CXO	• Planning	• IT Systems	• Workflow	• Teams
• Director	• Training	• Customer	• Trends	• Security
• Analyst	• HR	• Retail	• Cross Teams	• Website
• Operations	• Marketing	• Payments	• Digital Transformation	• AI
• Legal	• Sales Ops	• User Support	• Pandemic	• Device
• Engineering	• Martech	• Hospitality	• ROI/TCO	• Collab
• Support	• Service Delivery	• Shopping	• Other	• Cloud
	• Finance	• Hiring		• Mobile
	• C-level	• Pickup/Drive Thru		• Quantum

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Background

Tom has proven content-product marketing development and delivery skills looking to provide or supplement your content, influencer marketing, training (highest scores ever), channel marketing/development and product marketing areas. He has written thought leadership for IBM, PwC, Dell, Qualcomm, AT&T, Tata Communications, Telefonica, Intel, Commvault, CenturyLink, Ericsson and many others on topics such as internet of things IoT, industrial internet of things IIoT, internet of medical things IoMT, collaboration, chat, IM, chatbots, 5G and other kinds of wireless, DRaaS-disaster recovery as a service, cloud, private cloud, multi-cloud, green cloud, pandemic tech, disaster recovery, unified communications UCaaS, platform as a service PaaS, SaaS, CPaaS, CCaaS, artificial intelligence AI, applications programming interfaces (APIs), digital supply chains, digital transformation, cellular IOT, industrial IoT, cybersecurity, telecommuting, teleworking, virtual events, agile DevOps, intelligence buildings, teleconferencing, conferencing, presence, wireless, enterprise resource planning ERP, blockchain, fintech, smart grid, mobile and many other topics.

Tom likes not to just be a strategy partner/leader but also guide "thought leadership" with C-level presentations, strategic customer assessments, channel partner sales development, MSP-managed service partners, crisis management, social media (managing accounts with 310K Twitter followers and 75K on LinkedIn) webinars, SEO/SEM, executive seminars and technical/sales training and other areas.

Solutions Available:

Links to webinars and multi-session virtual event solutions available:

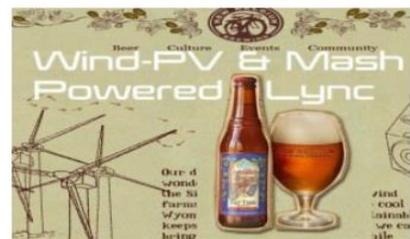
- AI [Market/Business](#) Validation
 - Building Strategic [Customer Assessments](#)
 - [Marketing Data](#) Driving You to Distraction
 - Top 10 Critical Concepts in [Crisis Management](#) Communications Webinar
 - Stop Business IP Espionage and Sabotage Executive Webinar Building a [CIA Update](#)
 - Overview of [Digital Meeting Technology](#) Professional Certification
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- **HOT Customer Case Studies:** examples Wind, Photovoltaic and [Beer](#) Mash-Powered UC, [Idaho](#) Department of Labor (IDL) Saving Hundreds of Thousands While Improving Citizen Services, Getting the [Channel](#) on the Same Page

Videos and Script Writing: [YouTube](#) videos SD-WAN, AI, Virtual Meetings, Enterprise Sales Training with other one-minute videos are also available including 5 Ways to [Build Visitor Engagement](#) Virtually, Live and Virtual [Musical Festivals](#), Sporting Events, Rodeos, Theatre and more

HOT Video and Podcast Interviews: application for interviews with executives, partners, customers, press, analysts plus **Build Your Own Business News Network** - contact for demo

HOT Training - [Virtual-Digital](#) Professional Sales Training & [Virtual Presentation](#) professional certification, [Smart Grid](#) courses and too many others to list here



New Belgium



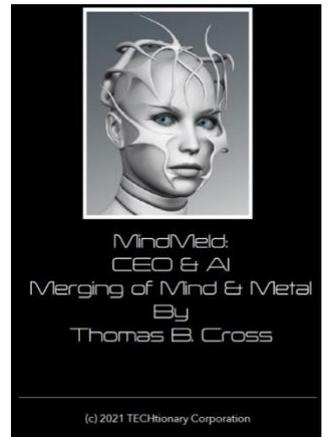
Press Releases: scope, design, development and distribution, contact for examples.

Articles, Books and Posts:

Linkedin - 250+ posts <https://bit.ly/2XcOfdS>

TelecomReseller - [1,000 posts](#)

Books - one example - third book on [Artificial Intelligence AI](#)



Linkedin Groups: (plus Linked advertising experience)

Tom's Linkedin Profile with 6.6K followers - <https://www.linkedin.com/in/techtionary/>

Linkedin Group with 15.4K members: [Virtual Enterprise Video Streaming Virtual Hybrid Digital Events Sales eCommerce | Podcasts |](#)

Linkedin Group with 2K members: [Virtual Meetings | Virtual Events | Virtual Travel | Virtual Music | Video Streaming | Podcasts](#)

Linkedin group with 1.4K members: [AI User Forum | Artificial Intelligence | Machine Learning | Expert Systems](#)

Newsletter: examples of [newsletter](#) to 1K+ MSPs and weekly [tech news](#) going to 2K+ weekly

SaaS Video Streaming: Events Platform Development - "Netflix for Business"

video streaming, video meetings webinars, podcasting, content management, social media and newsfeed platform is also available, [click here](#) for detailed PowerPoint presentation.

There are other custom services, please contact if your need is not listed here.

Recommendations and references:

"Tom is an extraordinary market-strategy consultant. I have worked with Tom on projects for Fortune 100 and other companies. He has consistently delivered strategic insights as well as in-depth market, product and technology perceptions and actionable client results - on-time and on-budget. He is also visionary, understanding what the client needs now and in 5-10 years. I strongly recommend him for strategic planning, vision studies, learning/educational product positioning and other areas.

- [Barry Aloisi](#)

"I hold Tom Cross in high regards. We've developed an authentic, trusted relationship. He's a transformational, Industry leading social branding marketing-technology SME and CXO Strategic Leadership. Highly respected, liked amongst his peers,



innovative collaborator, delivers insightful thought leadership at the enterprise level with a humble CXO, 'Paying IT Forward type of Mindset.' Always willing to connect, share with his other CXO/Network peers and a complex problem solver, valued "Critical Thinker."

- [Greg Raymond](#), CEO [CXOGLOBAL100](#)

"Tom provided UCX with a multiple-award winning video streaming solution, virtual events, newsfeed, social media and content management solution. He has provided UCX with innovative new features including voice to text transcription, integration with other video streaming solutions and professional development training solutions for the new virtual-first digital only business world. He is determined, works hard, is an avid and creative marcom content developer and is ondemand anytime to help with professional guidance. He thinks beyond but acts now to get projects done ontime and on budget. He is an extraordinary thought leader, writer and innovator and highly recommend him for channel sales, content leadership, marcom strategy and professional services."

- **David Converse** | VP-Sales [UCXTech](#) - david@ucxtech.com

"Tom and I developed and delivered more than a dozen virtual webinars on social media, virtual selling and marketing strategies. Tom is an excellent course designer, developer and importantly has great delivery and virtual presentation skills. I would highly recommend him for any virtual presentations including investor pitch, virtual selling, virtual events professional as well as highly technical subjects including AI. His book on AI - [MindMeld](#) has been called the best book on AI yet written. He can really help you be the best. Tom Cross is seriously one of the great thought leaders of our era. Having written more than 1,000 articles on the widest range of technology, applications and business leadership, he has helped 100s of companies accelerate their performance and succeed in their pursuits. He is a superb strategist and thinker with the ability to design and deliver on marketing, product development and channel management. I also strong recommend him for his work ethic and leadership skills."

- [Evan Kirstel](#) "Evan Kirstel kirstel@gmail.com Social Media Expert with 500,000 followers

Tom has been involved in the Rockies Venture Club for many years at one time assisting us with our social media and insightful thought leadership blogs. He also attended many monthly meetings listening to hundreds of startup pitch presentations. Tom and I team-taught the section in the RVC Hyperaccelerator program five times on Sales, Go-to Marketing and Marketing to more than 50 companies. We also share the critical concern that marketing is #1 cause of startup failure and success. Tom is a great course developer, engaging presenter and thought leader and would highly recommend his **Virtual Presentation/Sales Professional** courses to any startup, business or anyone wanting to make their business plan presentation to investors and others get "pitch perfect."

- Peter Adams CEO Rockies Venture Club

"Becoming a global social media influencer and thought leader in the technology industry demands a rare mix of communication and marketing expertise combined with broad and deep technical experience. Tom is a thought leader in both B2B IT and B2C application solutions. He has content development and delivery skills across a wide range of technologies including AI, social media, social selling, mobile apps, IoT, IoMT, network security, blockchain, machine learning and quantum computing. He has a unique ability to translate complicated technologies and opportunities into actionable insights for business leaders from the C-level to the floor-level. If you need help generating and communicating compelling stories about your technology products and services, I recommend you contact Tom. He will challenge you to think differently and act differently in how you communicate the value of your solutions to customers, partners and markets."

- [Roger Toennis](#) - roger.toennis@founderadvisors.tech Managing Partner Founder Advisors
