



## Robin Guenier

Expert on New Technologies



CSA Celebrity Speakers Ltd

Robin Guenier is a writer and business consultant. He is interested in issues associated with the impact of new technology on business and society. His current activities include chairmanship of a PLC, which uses internet-related technology for marketing, market research and opinion polling. In particular its Medix business, via large databases of doctors and other healthcare professionals, provides a service for the pharmaceutical industry, academia and the media.

"IT Personality of the Year"

### In detail

Robin Guenier has an MA from Oxford University and is a barrister. After twenty successful years as chief executive of various high-tech businesses, he founded his own consultancy in early 1995. Assignments since then have included a senior role at Inmarsat (global satellite communications), Chief Executive of the Central Computing and Telecommunications Agency, reporting at ministerial level to the U.K. Cabinet Office, and Executive Director of Taskforce 2000.

### What he offers you

Robin Guenier advises businesses on a wide range of subjects and particularly the advantages and benefits that can be obtained through new technologies. Robin also focuses on the ways in which IT can be effectively used in the Healthcare Industry.

### How he presents

An experienced media personality and prolific conference speaker, Robin tailors his presentations to ideally suit the event and always follows his presentations with a lively Q&A session.

### Topics

E-business - Revolution, Evolution or Hype?  
You Haven't Seen Anything Yet! The Future of Technology  
IT and Healthcare  
The Future of IT and the Internet  
The Impact of Technology on Society, Politics and Business

### Languages

He presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Publications

2000

Crash: Learning from the World's Worst Computer Disasters