

TWICE COLUMNIST
SERIAL ENTREPRENEUR
STRATEGIC PLANNING GURU

WILLIAM MATTHIES

Add Bill Matthies to the agenda of your next industry conference or company meeting and give your audience the benefit of his decades of experience in strategic planning, entrepreneurship, consumer behavior, and the consumer electronics industry.

ABOUT BILL MATTHIES

Bill Matthies is a columnist for TWICE (the major consumer electronics trade magazine) and lectures around the world on customer relations and strategic planning. In addition, he serves on several corporate advisory boards.

His company, Coyote Insight, conducts two-day “planning interventions” to help corporate teams breakthrough obstacles to growth.

In 1986, Bill founded what was to become the largest independent market research/database marketing company in the consumer electronics and high tech fields. By the time he sold it in 1997, The Verity Group employed 400+ people at its California and Costa Rica offices.



Before that, Bill cofounded Barcus Berry Electronics, Inc., a venture capital-backed start-up with a proprietary audio technology which was licensed for use in audio, video, computing, and telecommunication products.

From 1977 to 1983, he was promoted through the ranks at Pioneer Electronics (USA), Inc. to Senior Vice President Marketing and Product Development.

CONNECTING WITH BUSINESS AUDIENCES

One of the most rewarding facets of his 35+ years in business is speaking (and listening) to audiences about taking their careers, their products or their companies to the next level.

He has addressed more than 500 trade audiences and corporate teams, and provided practical ideas for action in his trademark no-nonsense style.

Audiences have included:

- Alpine Electronics
- Compaq Computer
- Consumer Electronics Association
- Kenwood Electronics
- Microsoft
- Nintendo
- Panasonic
- Pioneer Electronics
- Philips
- Sony Electronics

POPULAR TALKS

Bill's most popular presentations can be tailored for your program.

• **Change Your Approach to Change**

We're all faced with change. Sometimes we initiate new beginnings. Sometimes we just try to hang on for the ride. Bill's fascination with change led to three years of research—and to an upcoming book on the topic. He'll share proven processes and techniques to help individuals and organizations get the best outcomes from inevitable, constant change.

• **Ready...Set...Stall!**

For many professionals, creating a workable business plan is an unattainable goal. Or there's a plan—but it's been buried for too many quarters to count. Bill shares tips for cutting through the clutter, challenging “business as usual,” and discovering what's critical to the success of any company.

• **Business Belly Flops**

Bill has launched (and sold) several successful companies, but it's his eye-witness account of failures that really grab audiences. He explains who should (and who should not) start a business and outlines the most common reasons good ideas fail.

BOOKING

To discuss your next industry conference or company meeting, call **714/726-2901** or email **wmatthies@coyoteinsight.com**.