



TECH 2020

THE LATEST TECHNOLOGIES, TRENDS, SERVICES AND TOOLS EVERY BUSINESS NEEDS TO KNOW

A Presentation by GENE MARKS

Video, cloud accounting, mobile tech, office collaboration techs, customer relationship management...these are only a few of the major technology trends that are having a significant impact on how we do business, generate leads, sell and service our customers.

Join Forbes technology columnist Gene Marks for a review of the hottest technologies that smart business leaders are investing in today. Gene will discuss how innovative companies are using technologies to increase their sales, control their finances, expand their online presence, find/manage/compensate their people and service their customers. Gene will also take a forward look at up-and-coming technologies that will affect this industry over the next decade. Bring your notepad and make sure your batteries are charged!

During this session we'll discuss how smart business owners and managers are:

- Increasing revenues from their existing customers using customer relationship management technology;
- Reducing exposure to data breaches and other losses by selecting and implementing the right security applications;
- Improving employee productivity with the latest collaboration and communication tools, and getting the most from these tools using best practices;
- Maximizing investments and growing businesses with cloud, mobile and social media technologies;
- Minimizing overhead and structural costs with new services that perform back office operations more efficiently;
- Using web-based services for lead generation and marketing that generate more revenues;
- The benefits of moving accounting operations online so you can handle billing, payments, cash management from any device wherever you are.
- The benefits, costs, risks and rewards of outsourcing, including the latest technology tools to manage your outsourced contractors.
- The newest and innovative cloud based technologies that are helping companies of all sizes recruit, manage, compensate and make them more attractive to the millennial workforce.

Are your members using the right technologies?

Gene's presentations help business owners & managers look ahead, making sure they are educated on critical issues affecting their industries.

Book Gene for your keynote or breakout session



CALL CARYN TODAY
(610) 675-7648

[Click here to e-mail Caryn directly.](#)

See Gene in Action www.GeneMarks.com



GENE MARKS

Gene Marks is a columnist, author, and business owner.



Forbes Inc. Entrepreneur.com



The New York Times The Washington Post

A past columnist for both The New York Times and The Washington Post, Gene now writes regularly for The Hill, The Philadelphia Inquirer, Forbes, Inc. Magazine, Entrepreneur Magazine and Fox Business.

Gene has written 5 books on business management, specifically geared towards small and medium sized companies. His most recent is The Manufacturer's Book of Lists.

Nationally, Gene appears regularly on MSNBC and Fox News as well as The John Batchelor Show and SiriusXM's Wharton Business Channel where he talks about the financial, economic and technology issues that affect business leaders today.

Through his keynotes and breakout sessions, Gene helps business owners, executives and managers understand the political, economic and technological trends that will affect their companies and—most importantly—the actions they can take to continue to grow and profit.

Gene owns and operates the Marks Group PC, a highly successful ten-person firm that provides technology and consulting services to small and medium sized businesses.

Prior to starting the Marks Group PC Gene, a Certified Public Accountant, spent nine years in the entrepreneurial services arm of the international consulting firm KPMG in Philadelphia where he was a Senior Manager.

Through his keynotes and breakout sessions, Gene helps business owners, executives and managers understand the political, economic and technological trends that will affect their companies and—most importantly—the actions they can take to continue to grow and profit.



Gene was a huge hit. I commented "what a way to close the conference."

Lynn Smith, Manager of Meetings, The American Foundry Society (AFS)

Our group enjoyed Gene—his was the highest rated presentation at PEMA's Annual Meeting.

Susan A. Denston, QAS, Executive Director, Process Equipment Manufacturers' Association

Our group thoroughly enjoyed Gene's presentation. He was the perfect combination of wit, humor and breadth of topic—and he executed it with great balance.

Andrea Schnelten, MSW Director, Meetings & Membership, Farm Equipment Manufacturers Assoc.

Gene, hands down one of my favorite things last week at the WWEMA conference was your presentation. When you get a chance can you forward your presentation to me.

Rich Cavagnaro, President & CEO, AdEdge Water Technologies/Water & Wastewater Equipment Manufacturer's Association

