

Executive Development Associates



Scott Klososky

Scott Klososky currently engages clients on a broad array of advisory tasks that include IT department restructuring, software implementation and design, and technology utilization within organizations. In addition, he speaks professionally on subjects such as technology and leadership, and currently serves as an Advisory Board Member for Critical Technologies, a company he served as CEO from 2001 until 2004. Klososky's role at Critical Technologies was to build-out a fledgling Web-based imaging product, rebuild the employee base and product line while also adding referenceable customers.

Previous to his position with Critical Technologies, Klososky served as Vice President of Production for iBEAM Broadcasting® Corporation. Klososky led a 150-person team that covered the geographical areas of California, Oklahoma, New York and London. Under his leadership iBEAM completed two acquisitions, produced \$40 million of business to become one of the industry's leading streaming communications solutions provider.

Scott was the founder and CEO of webcasts.com, a premier Internet broadcaster for interactive webcasts. Webcasts.com established itself as the Web's only full-service broadcast production company, helping clients in the corporate, sports and entertainment industries webcast the most interactive, cost-effective, highest-quality productions. Webcasts.com was acquired by iBEAM for approximately \$115 million in stock in April of 2000.

Klososky's predecessor company to webcasts.com was an interactive marketing company, which effectively continued to operate as a division of webcasts.com. In 1999, he spearheaded the acquisition by webcasts.com of The Rock Island Group, a network design and management company, which developed and operated webcasts.com's network for webcast delivery.

Klososky's vision and leadership positioned webcasts.com to lead with innovations that include the first music CD to launch to the Internet, the first interactive CD-ROM to be used to lobby Congress, and the first CD-ROM/Web-based product designed to generate donations for a non-profit organization. The company's clients included IBM, Compaq, AOL, Hewlett-Packard, Enron International, Conoco Inc., and BMG Music, among others.

Prior to founding webcasts.com's predecessor company in 1994, Klososky was a digital-age international entrepreneur. A protégé of former President Richard M. Nixon's chief of staff, H.R. Haldeman, the pair collaborated on "The Haldeman Diaries," a New York Times bestseller. Klososky had the foresight to work with Sony Entertainment and create the diaries into a book/CD-ROM, and it was one of Sony's first profitable CD-ROM products in 1994. Mr. Haldeman passed away before the products were released, so Klososky represented Haldeman as the national book tour spokesman.

In 1988, at the age of 26, Klososky founded one of the first profitable Soviet/American joint ventures, ParaGraph, Inc., with Russian partners including Garry Kasparov, the world chess champion. ParaGraph designed the original handwritten text-recognition software for the Apple Newton and was later sold to Silicon Graphics. The ParaGraph software standard is now commonly used in personal digital assistants.



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Speaking Subject List

The Executive Guide to Dominating Through Technology

As the technology explosion continues to pour new tools on the world, it is getting increasingly difficult to develop a winning strategy for using them. Organizations are spending huge amounts of their budgets to gain leverage in the marketplace, and finding that almost every project costs twice as much as they believed, and takes twice as long to implement. Most executives have little idea what the IT department is even talking about when discussions come up around security, networking, or software architecture. It is now a business reality that technology trends and usage must be understood and utilized in order to grab market share, and drive profits.

Trends and Technology - Insights to Help your Organization Break Through

The dynamics driving the economy are ever changing, and awareness of the new trends driving current success is an important advantage. Scott Klososky has proven multiple times that by combining technology knowledge with information on social trends, a person can have a huge impact in growing a business. For example, Scott started a technology company in the Soviet Union two years before its collapse. Not only does he have unique ideas that can be taken home and acted upon right away, he also delivers these ideas in a fun and humorous way. In a market that is becoming more highly competitive on a worldwide basis, any edge one can gain from a new perspective is essential. This keynote presentation has been very well received by audiences of both large and small business.

Did God Invent the Internet?

This keynote is perfect for executives that have become jaded with hearing the same types of speakers over and over. The topic is an analysis of whether technology is helping or hurting the human race. Scott presents both sides of the argument and does so with his usual flair. Many people are curious about this question and have been talking about it for years, yet there has been very little commentary on the subject. People never fail to walk away from this keynote with many new ideas to ponder.

The Technology Integration of Man

In this keynote, Scott delivers a ten step timeline that shows major technology milestones and their influence on mankind. Our world is currently at step four – so part of the talk sets a context from the past, and the second half paints an interesting picture of the future. The most intriguing thing about this presentation is the possible impacts on the business world. This keynote is great for an audience that has seen a lot of speakers and just wants something new.

The World Through the YouTube Lens

Scott has archived many interesting short videos from the Web. This presentation is a series of those videos, with a little commentary thrown in. This presentation is best done as a means of thought provoking entertainment. It drives a range of emotions for the audience and blends a technology component with an interesting series of views on life in the world.

Other Topics

- Improving the Corporate Culture
- Entrepreneurism/Intrepreneurism
- Innovation



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Testimonials

Healthcare/Pharmaceutical

You were the hit of the event! Everyone was raving about your presentation and said you were a great start to the event. Thank you so much.

— **National Association of Dental Plans**

Human Resources

Our guests consistently raved about the levels of expertise and breadth of knowledge that was presented – and the way it was presented. You have definitely set the standard for our future speakers.

— **Odyssey OneSource**

Hotels/Travel/Event Planners

Scott Klososky had the audience from hello. His unique blend of humor, trends, and customized content make him a standout among our keynote speakers. As our closing speaker, he not only delivered in attracting the audience to our last session, but he held them in rapt attention until the last minute – no easy feat! We received rave reviews on the quality of the information, his in-depth understanding of our industry, and his ability to deliver technical detail in layman's terms. That he was able to do all this and keep the audience laughing is a testament to his unique niche in this over-crowded industry. I would gladly recommend Scott to any group looking for a fresh approach to the changing world of technology.

— **SAGE Event Management**

Thank you for doing such amazing job! I have heard nothing but praise and you really got people thinking and sparked some great discussions. Plus - you got us laughing!

— **World Airline Entertainment Association**

Manufacturing/Engineering

I thought Scott was engaging and thought provoking. He did a good job of getting the audience to think beyond our sphere of involvement – to look for solutions to problems by integrating dissimilar products into an altogether unique result. I wish he could spend fifteen minutes with some of my upper management!

— **International Highway Engineering Exchange**

Financial Services / Consulting

Scott Kososky was outstanding! He took the time to review the credit union history and directed his comments to specifics and suggestions that prompted the credit union CEOs and Directors to think of technology in a new perspective.

— **California Credit Union League**

To book Scott Klososky, please contact EDA at
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