

TSIA Advisory Services | Solving Critical Business Challenges With Data, Not Opinions



Bio

J.B. Wood is the president and CEO of TSIA. He is a frequent speaker and author of the popular books B4B, Consumption Economics, Complexity Avalanche, Technology-as-a-Service Playbook and his latest book Digital Hesitation: Why B2B Companies aren't Reaching Their Full Digital Potential.

Through TSIA, J.B. works with senior executives of the world's largest tech companies on strategies to extend their innovation platform beyond the lab and into the customer experience, particularly in the age of cloud and managed services. His speaking engagements include senior leadership meetings, channel partner events, customer events, and employee workshops.

Delivered By J.B. Wood

President and CEO, TSIA

Top Executive Advisory Engagements

- The Playbook for Profitable XaaS
- B4B: Innovating the Customer-Supplier Relationship
- The Three Pillars of a Winning Tech Value Proposition
- As-A-Service Transformation and Alignment
- LAER Coverage Model: Rethinking Sales and Service
- Consumption Economics: The Impact of XaaS Business Models on Big Tech

Providing Data-Driven Advisory to the World's Leading Technology Companies

HOW WE
WORK WITH
YOU

ALIGN

Align Executive Leadership

By placing industry validated data at the center of the conversation

ACCELERATE

Accelerate Organizational Capabilities

Speed up business initiatives with a customized plan

TRANSFORM

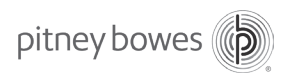
Transform Business Models

Leverage the world's most influential advisors on the future of technology and services

OPTIMIZE

Optimize Business Performance

Educate business line leaders on critical industry trends



Delivered Virtually
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