Brett St Clair

Brett has over 20 years of experience in the global digital landscape.

Brett has over 10 years of Silicon Valley experience where he worked to build African successes at Admob (world's largest Mobile Advertising Network), Android, Youtube, Google and Google's Cloud Computing across Africa where he mastered the secrets of Silicon Valley.

Brett StClair is passionate about Power of Scale and how businesses can use Digital Technology to build businesses that want exponential growth.

Keynote Topics

1. ### Digital is the Path to Innovation

   Key is to understand where the Digital disruption is coming from, what key technology trends are causing this exponential disruption. To compete you need to understand what these organisation look like and how they operate, with Brett's 10 years of experience working in Silicon valley businesses across Africa he shares this key insight. Finally the only way to remain relevant to your customers ever changing needs you need to begin to innovate, in the final step Brett suggests some new ways of working that need focus during your digital transformation journey. Brett's insight after rebuilding Barclays Africa's Digital business means he has real life examples of what goes tight and more importantly what has failed

2. ### The Power of Scale

   How to unlock Scale across your organisation, Scale is not about the size of a market or number of servers and staff, it is really about doing far more with far less. The only way to build a business that can grow exponentially is to reorganize for scale. Organising your business to be able to deliver far more Marketing@Scale , HR@Scale, Operations@Scale, Finance@Scale, etc. to meet the demand of the new economies. This Keynote will help you build a business that can grow exponentially, ie double every 18 months

3. ### The Era of IOT is really about Selfies

   The world of Digital used to be the domain of Silicon Valley, now with over 50 billion Devices planned to be connected by 2020 this means the opportunity of a Massive Connected and interoperable world exists for every business across the globe. It is now about leveraging technologies like Cloud Computing and Artificial Intelligence to build Internet of Things

   Platforms to create Delightful Customer Experiences

Areas of Expertise

a. Keynote speaker
b. Panellist
c. Digital Expert

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