



Rik Vera

KEYNOTE SPEAKER

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[www.rikvera.com](http://www.rikvera.com)

## HI I'M RIK VERA

Rik is a renowned thought-leader, worldwide keynote speaker, acclaimed author and trusted advisor on the topics of extreme customer-centricity, disruption, business model change, sales, marketing and making companies ready for the Day After Tomorrow.

[MY KEYNOTES](#)

[GET IN TOUCH](#)

RIK VERA

# MANAGERS THE DAY AFTER TOMORROW

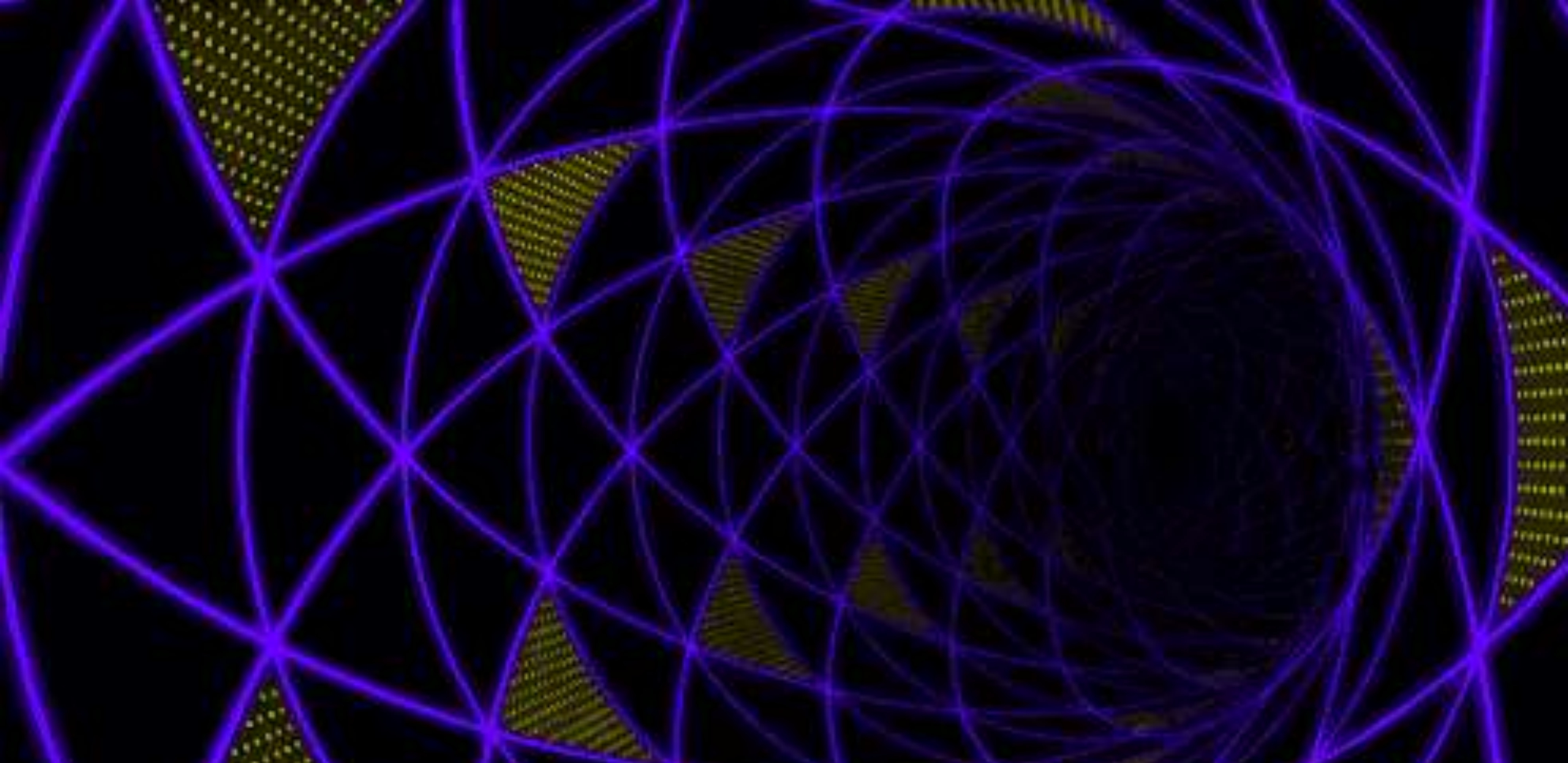
A man in a dark suit stands on a thin horizontal line, looking out over a cityscape that is upside down and floating in a sea of clouds. The city buildings are reflected in the clouds below, creating a symmetrical, inverted image. The sky is a pale, hazy blue.

*Connect to  
many, engage  
individuals*





**WHY A BOOK?**



**IN THESE EXPONENTIAL TIMES**





**EVANGELISTS WRITE BOOKS**

MAKE A *Difference*

**DREAMERS WRITE BOOKS**





loud + proud

back







RIK VERA

# MANAGERS THE DAY AFTER TOMORROW

A man in a dark suit stands on a thin, horizontal line that appears to be the ground. Below him, a cityscape is shown upside down, with buildings and skyscrapers appearing to float in a sea of white, fluffy clouds. The sky above is a clear, light blue. The overall composition is surreal and evokes a sense of looking at the future or a reflection of the present.

*Connect to  
many, engage  
individuals*

c2M\_xEi



# C2M<sub>x</sub>Ei

**STRATEGY FOR THE NEW NORMAL**



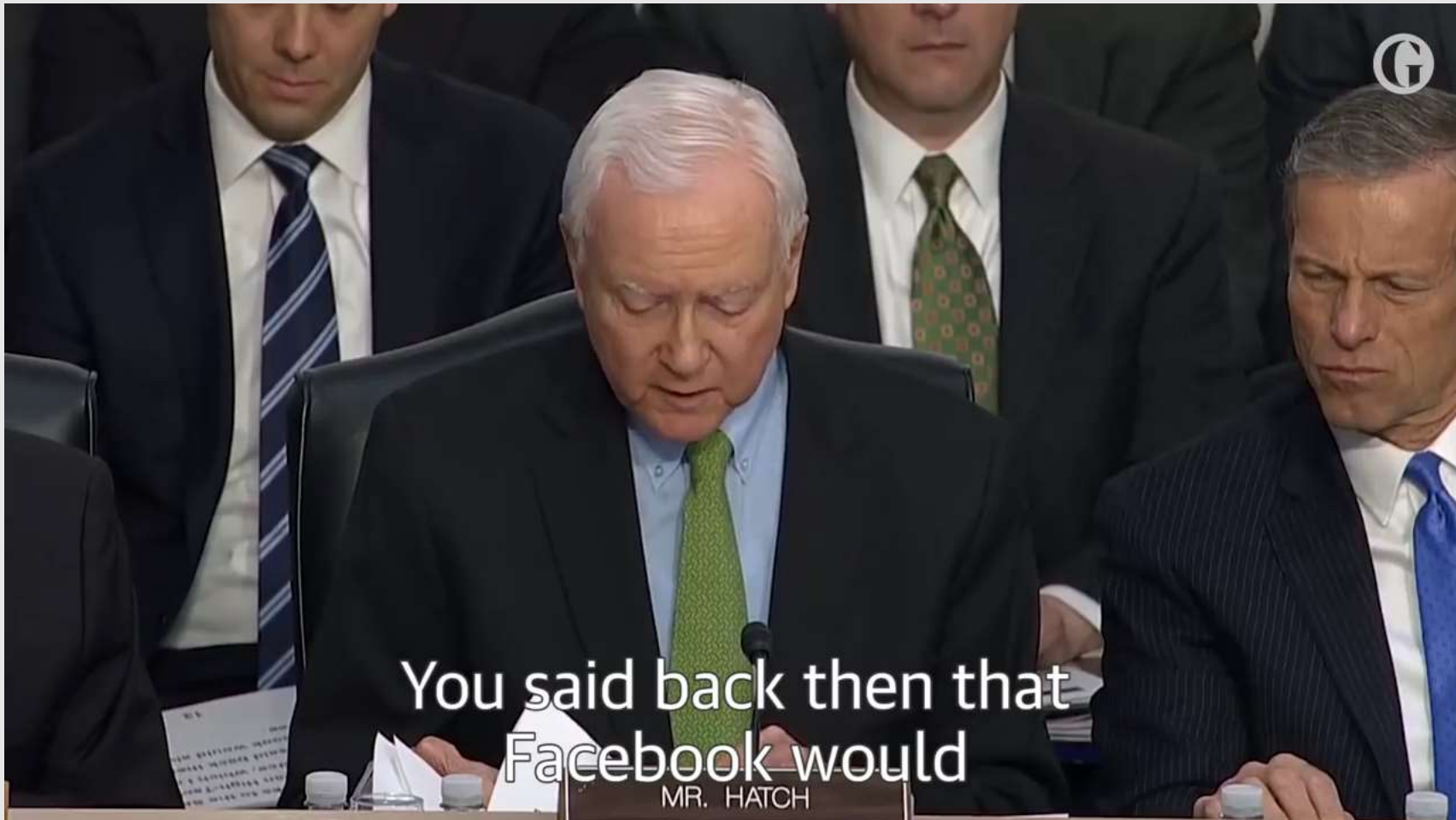






**OLD NORMAL / NEW NORMAL**







**BUY THE SHIRT**







**IT'S THE END OF THE WORLD AS  
WE KNOW IT**



**JAMES 'JAMIE' DIMON**



# Jamie Dimon: Silicon Valley startups are coming to eat Wall Street's lunch



Alyson Shontell



Apr. 10, 2015, 9:02 AM 25,953



FACEBOOK



LINKEDIN



TWITTER



EMAIL



COPY LINK

"Silicon Valley is coming," JPMorgan Chase CEO Jamie Dimon warned in his annual letter to shareholders.

Dimon says startups are coming for Wall Street, innovating and creating efficiency in areas that are important to companies like JPMorgan, particularly in the lending and payments space.



Rick Vera  
KEYNOTE SPEAKER

## Recommended For



Vintage photos reveal what An before pollution

Realise  
projecte  
eer  
persoon  
lenin

**THEY ARE EATING MY LUNCH**

# SOFTWARE IS EATING THE WORLD

MARC ANDREESSEN  
A16Z







**THE IMPACT  
OF DIGITAL**



**A NEW  
CUSTOMER**



**WHO'S THIS YOUNG LADY?**

**THE SPEED  
OF CHANGE**

**LESSONS LEARNED**





# DIGITAL TSUNAMI



# MUSIC



# TAXI



# HOTELS



# RETAIL

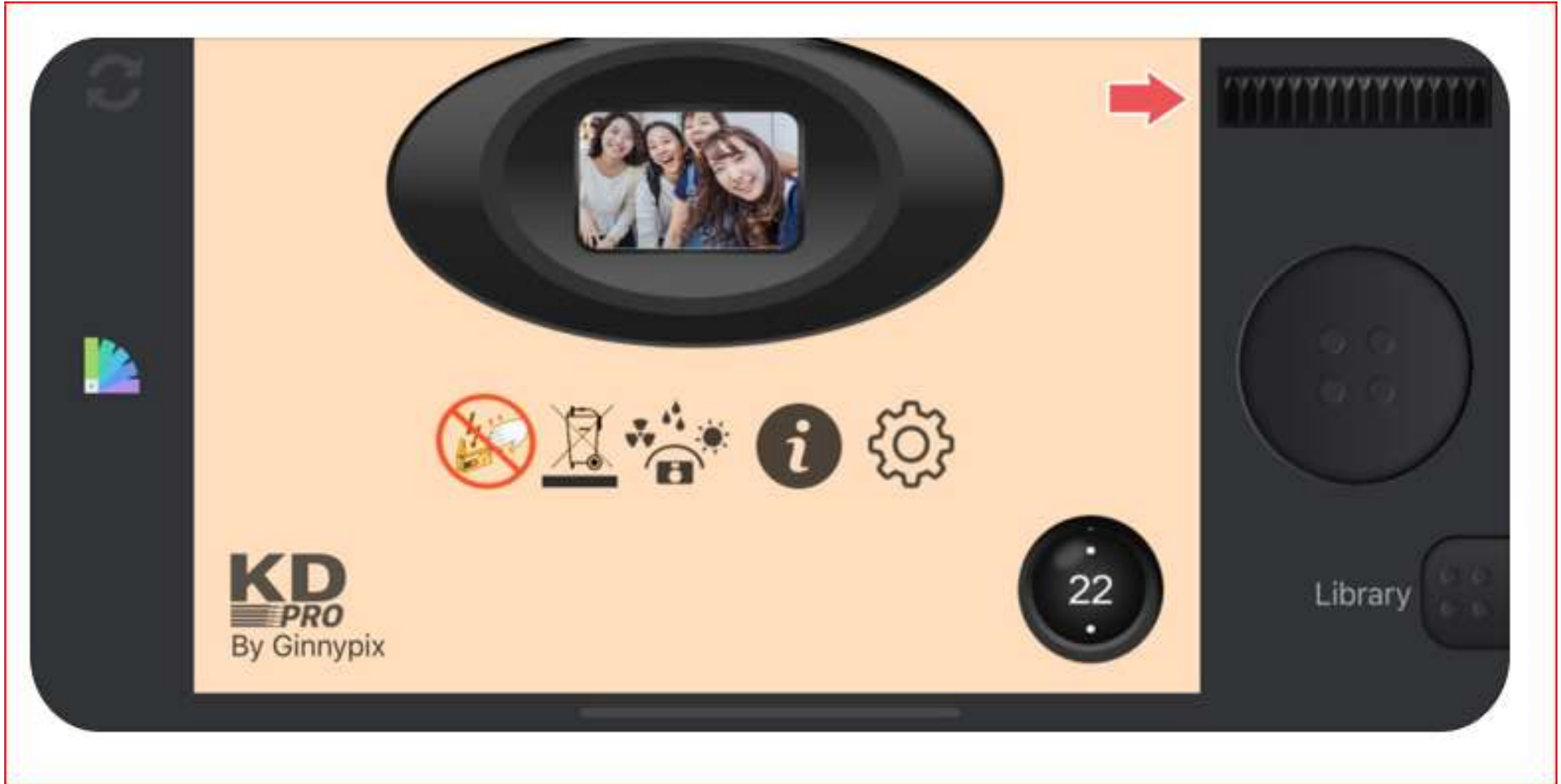






**POOR KODAK**





**JUST IMAGINE**



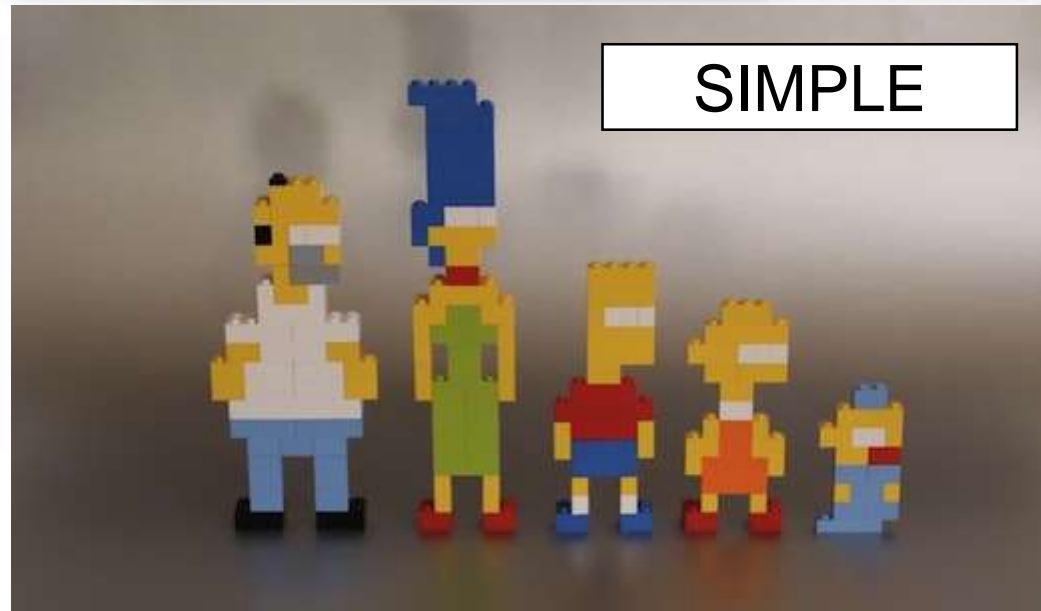
**GOOD WAS GOOD ENOUGH**

**CUSTOMERS**  
**ARE**  
**THE BIGGEST**  
**DISRUPTERS**



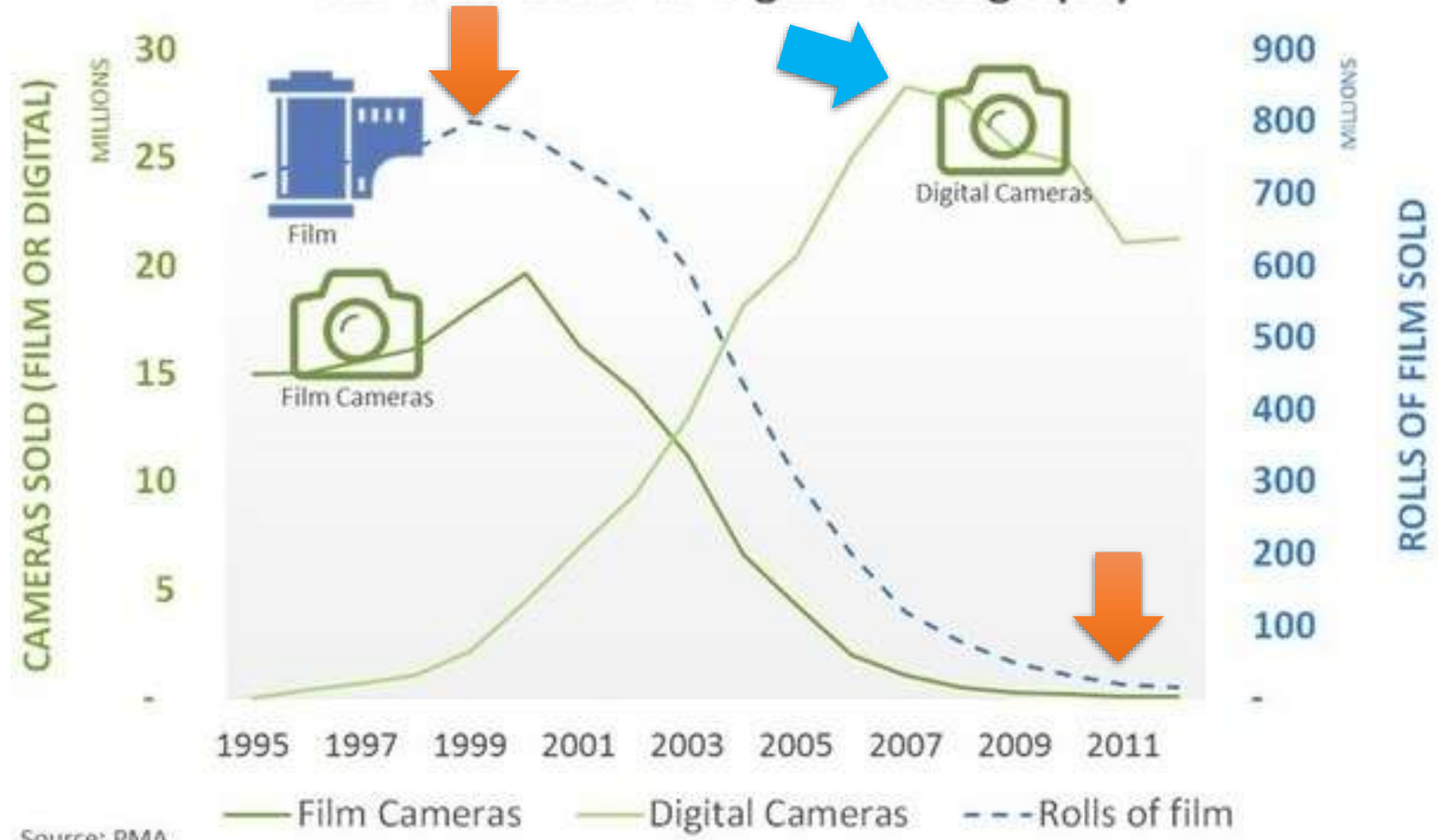
**IT IS NOT ABOUT TECHNOLOGY**





**IT IS ALL ABOUT THE INTERFACE**

# The Tidal Wave of Digital Photography



**IT ONLY TOOK 12 YEARS**

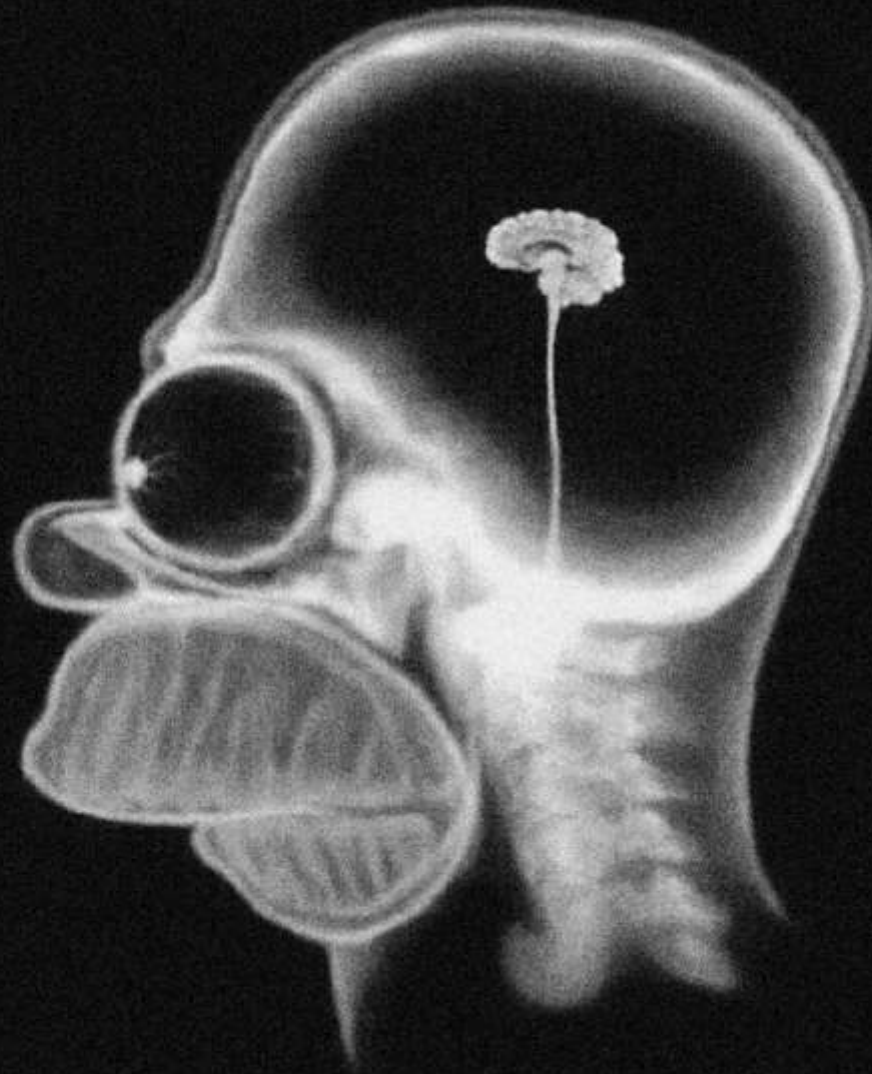


**GET KODAKED**





**OR UBERIZE**



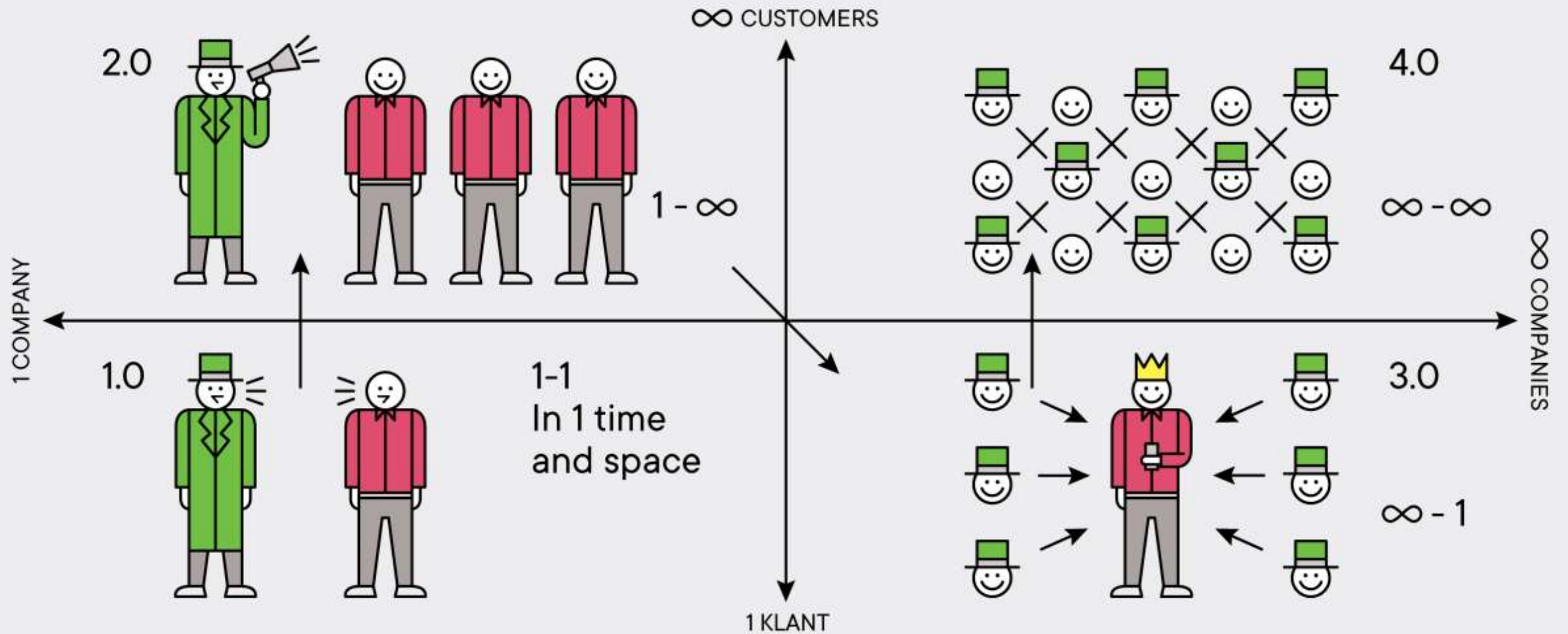
**STUPID IDEA**



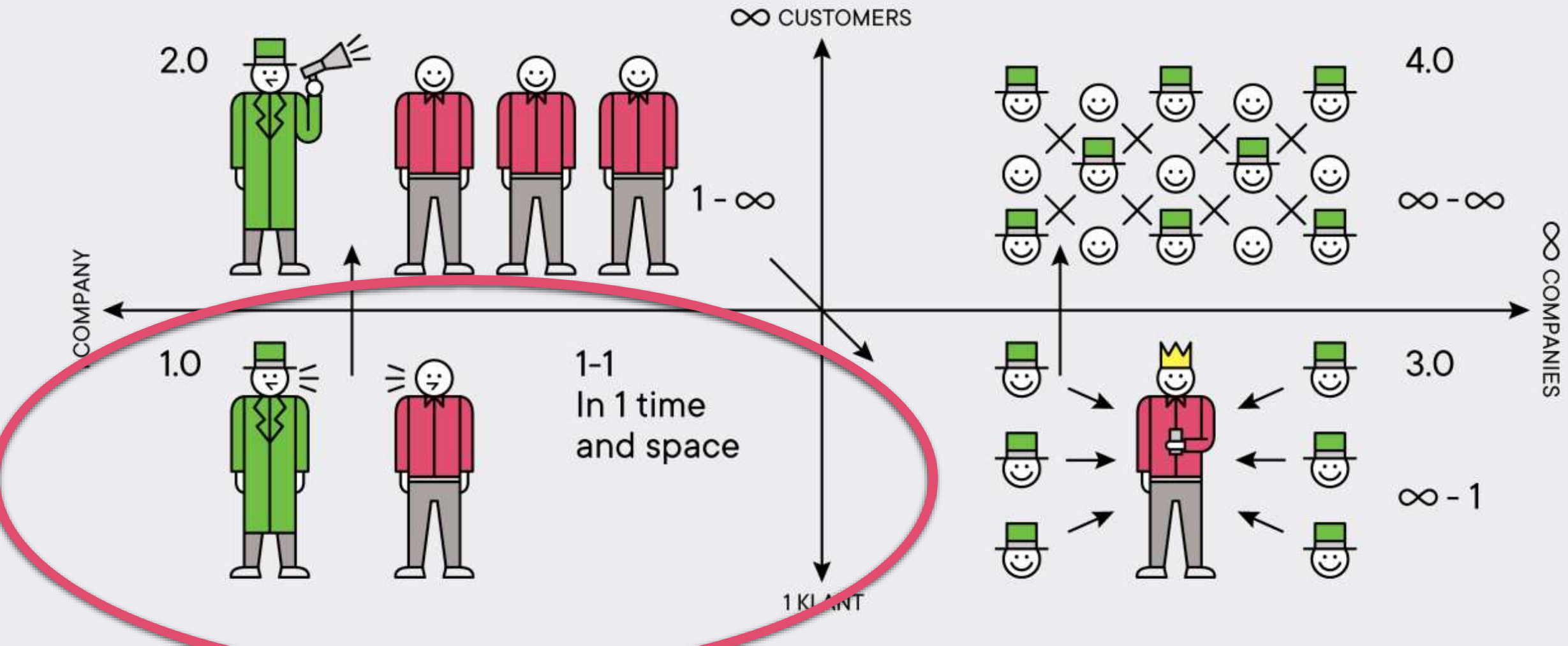
**“YOU MUST  
UNLEARN  
WHAT YOU  
HAVE  
LEARNED”**

**WE NEED TO UNLEARN**

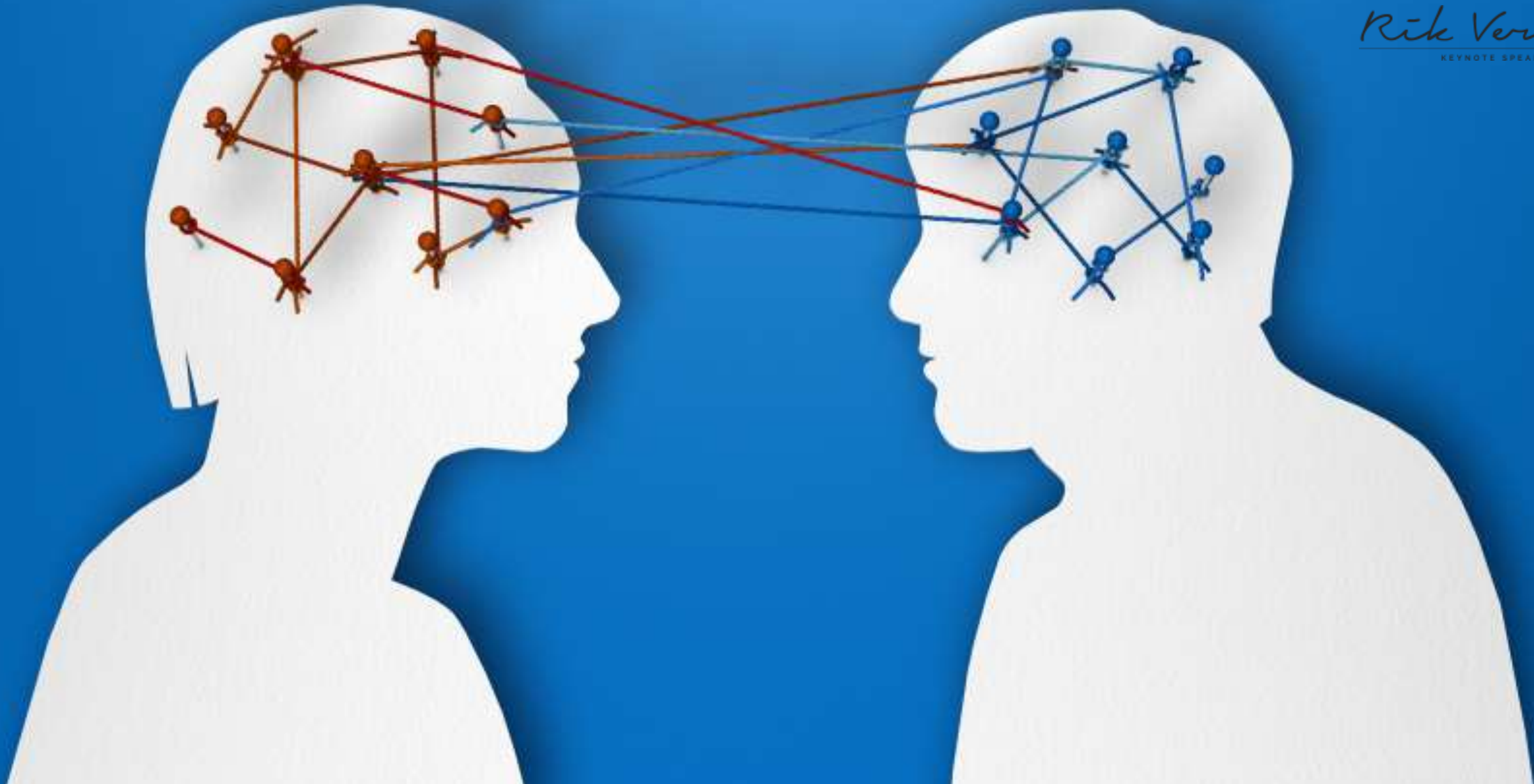




# THE CIA MODEL



# CUSTOMER INTERACTION 1.0



**ONE ON ONE**

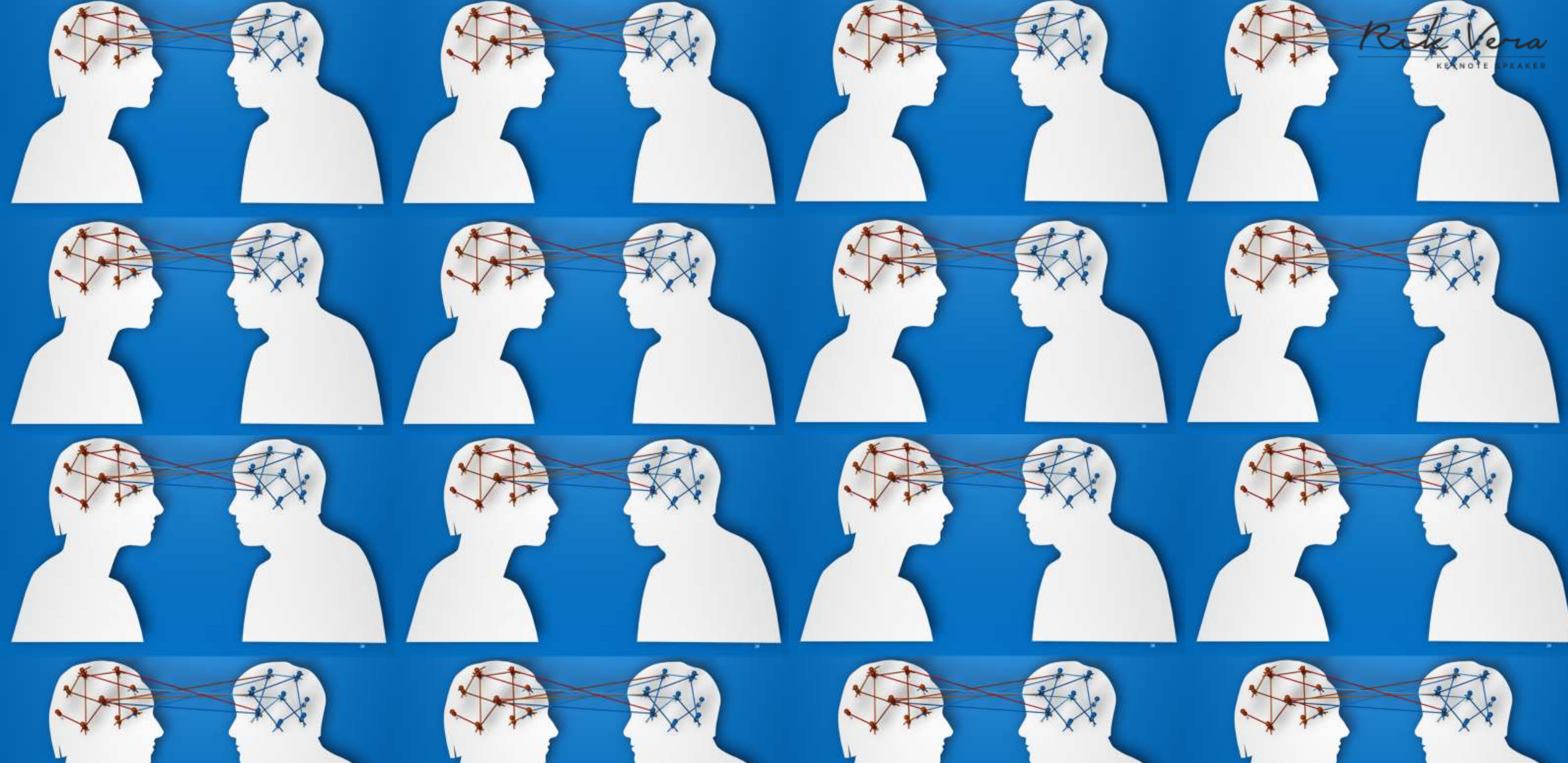




# CUSTOMER INTERACTION 1.0

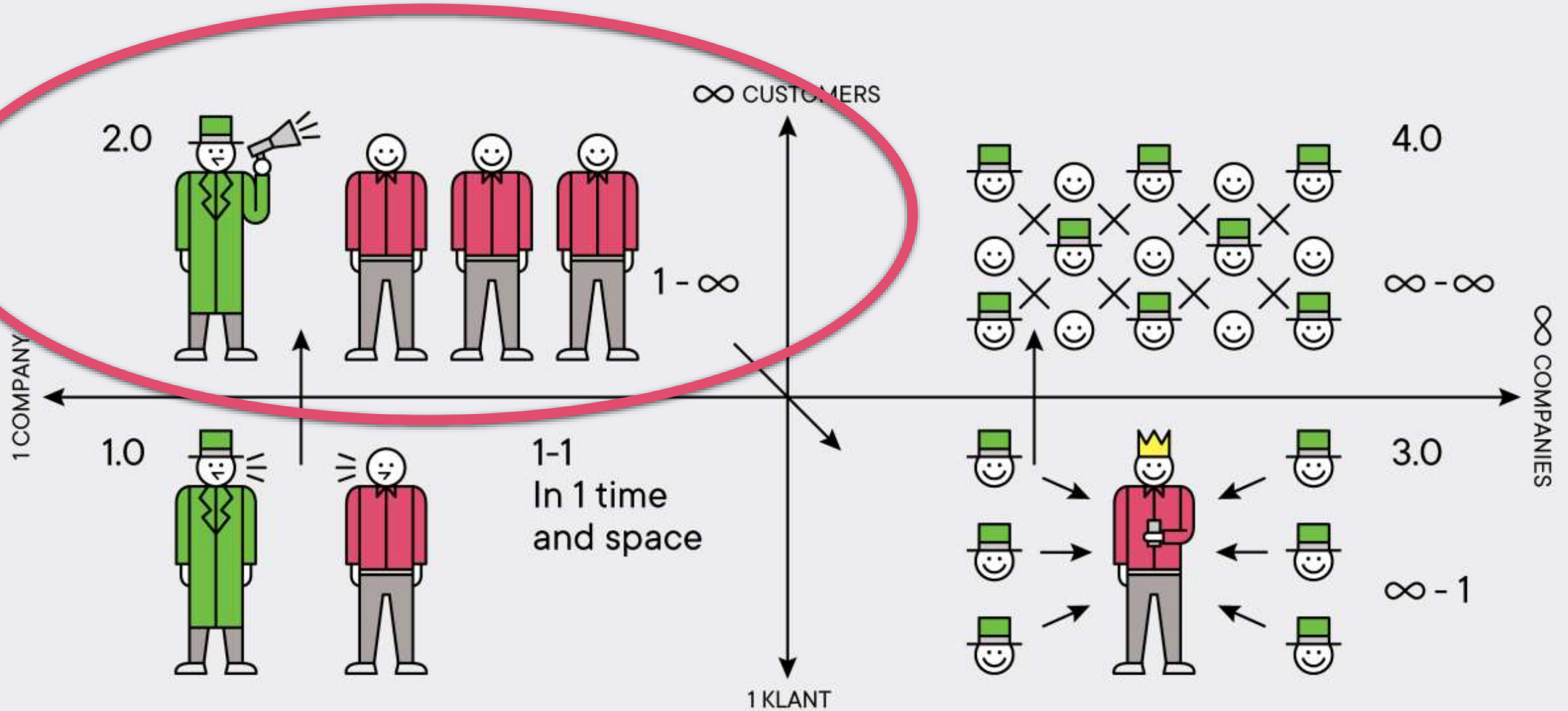
Ei

**LOCKED IN SPACE AND TIME**



**SCALE THE BUSINESS**





# CUSTOMER INTERACTION 2.0



**c2M**

**BROADCASTING**





# CUSTOMER INTERACTION 2.0



**THE ONE TO MANY CENTURY**





# THE FAT WERE GETTING FATTER





**THE MORE CUSTOMERS  
THE LESS THEY WERE HEARD**

C2M **OR** Ei

**IMPOSSIBLE COMBINATION**





# SEGMENTATION





# PERSONAS

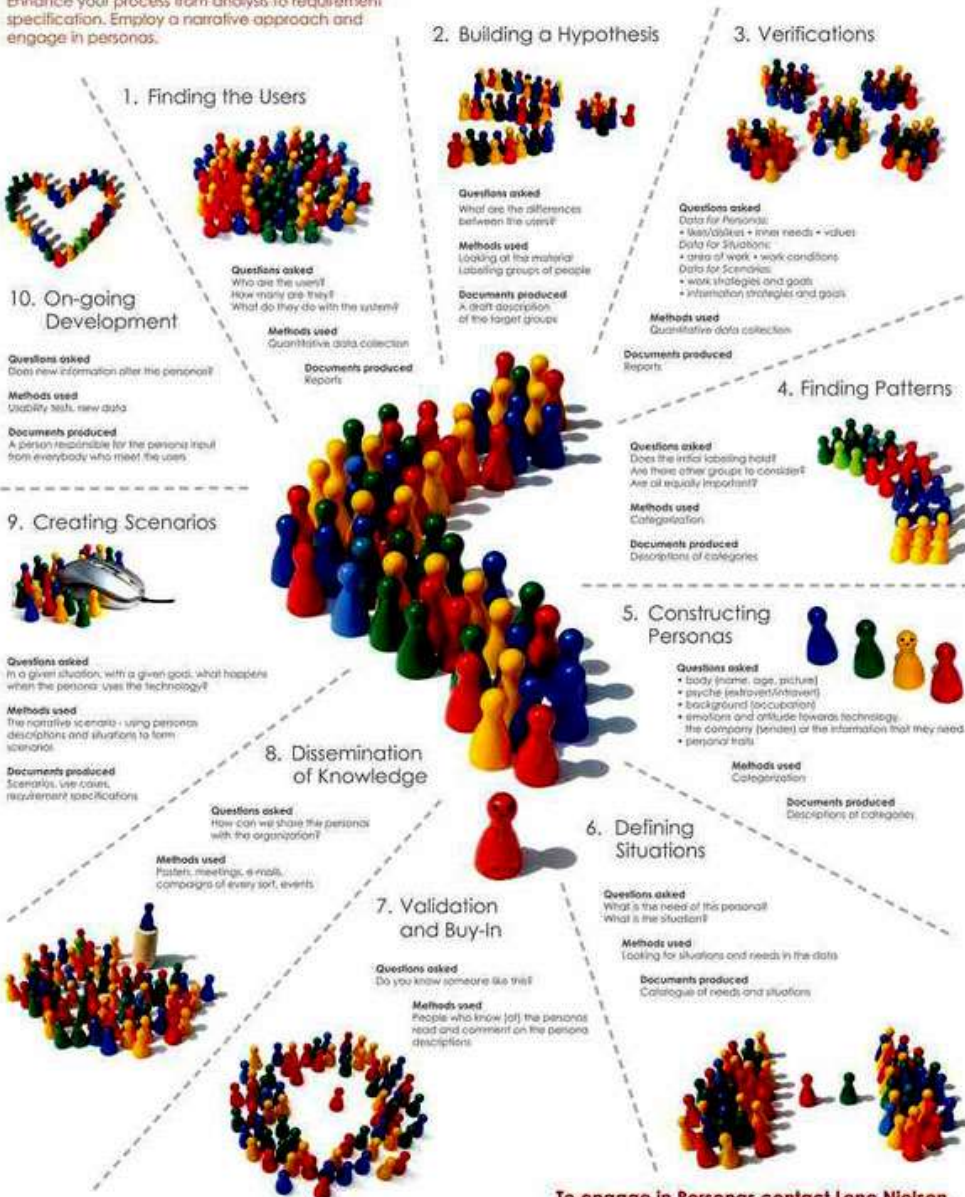




# 10 steps to Personas

Based on the method "Engaging Personas and Narrative Scenarios" (2004) by Ph.D. Lene Nielsen

Enhance your process from analysis to requirement specification. Employ a narrative approach and engage in personas.



To engage in Personas contact Lene Nielsen, [ln@snitker.com](mailto:ln@snitker.com)



# The Shopaholic

Profile 'The Shopaholic'  
Gender Female  
Age 28



## Personal/Work Situation

Single, city girl who lives for the weekend. Must have the latest clothing and cannot be seen in the same outfit twice.

## Motivation:

### (Primary)

- Wants to be on trend and stay ahead of the rest
- Needs to have a new outfit for each weekend

### (Secondary)

- Find out about new ranges coming out soon
- Tracking a delivery

## Goals

- Wants a stress free shopping experience
- Wants to be kept in the loop on new ranges

## Context of use

- Desktop user in work time
- Tablet user at home

## Example site search terms:

- New lines, latest styles, track delivery



## Maintenance Morris



### Personal Background

- Age: 50-60
- Married with 2 grown kids, grandkids
- Education: High school

### Role: Maintenance Manager

- Job measured: continue operations with least amount of cost
- Skills required: Mechanical common sense
- Reports to: Operations Manager
- Manages: Maintenance personnel

### Company information

- Industry: Distribution, Manufacturing, 3PL
- Yearly Revenue: \$5M
- Employees: 25

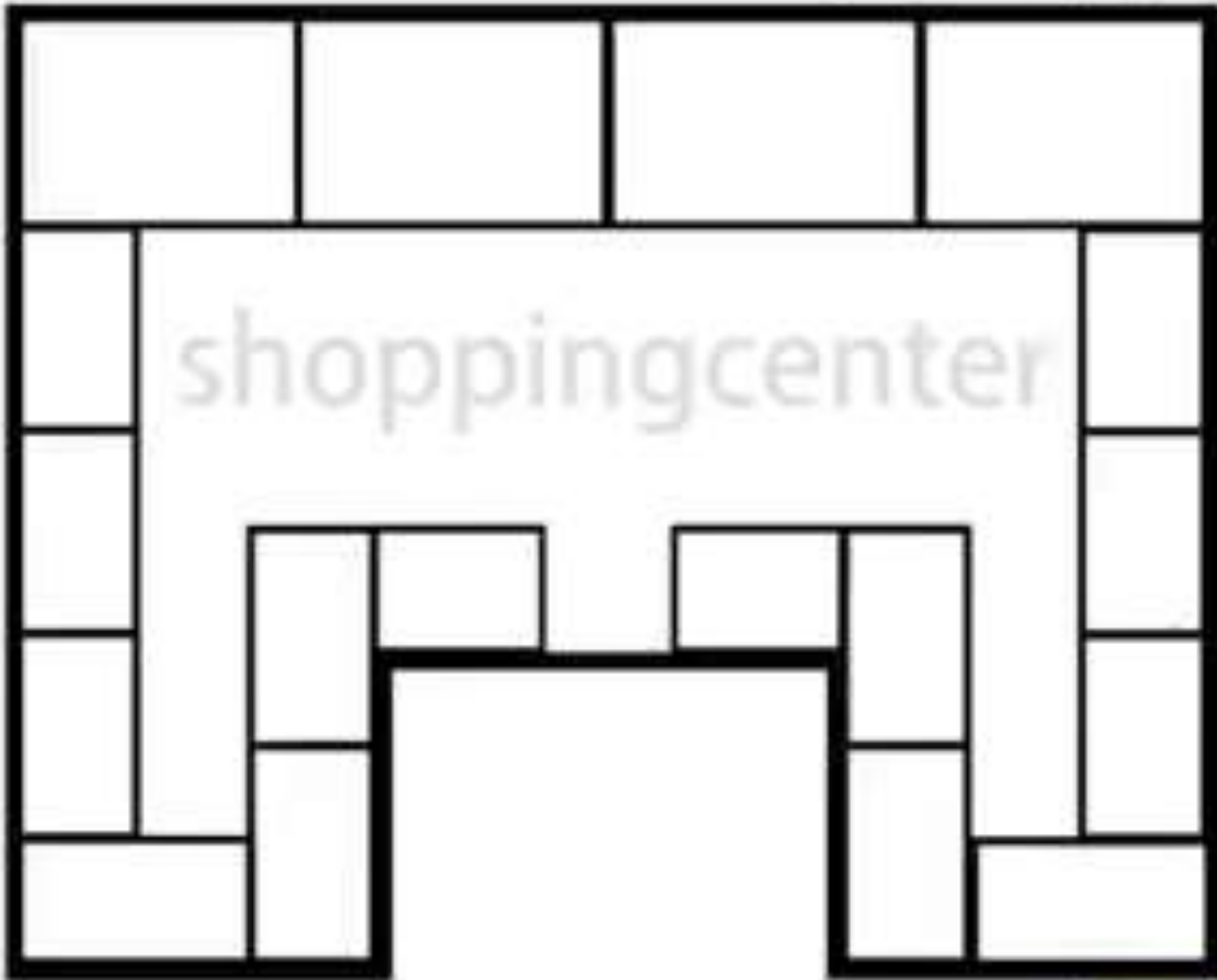
### Goals and Challenges

- Success means: a raise
- Values most: Family, church, fishing, respect from boss(es), job security
- Biggest challenges: Old equipment, inexperienced staff
- Biggest objections: Appearance of product

### Shopping and Industry News Preferences

- Preferred communication: In person
- Use internet for buying research: Little
- Gets updated industry news: Word of mouth
- Industry publications: Trade magazines
- Industry associations: None
- Social networking sites: None







c2M AND TRY TO E*i*



# FRUSTRATED CUSTOMERS

**THE CUSTOMER IS NOT ENGAGED**



**MAJOR POWER SHIFT**





**WE WERE GIVEN SUPERPOWERS**



# THE INTERNET IN 1993

*Rita Vera*  
KEYNOTE SPEAKER



**2018: INTERNET IS LIKE AIR**



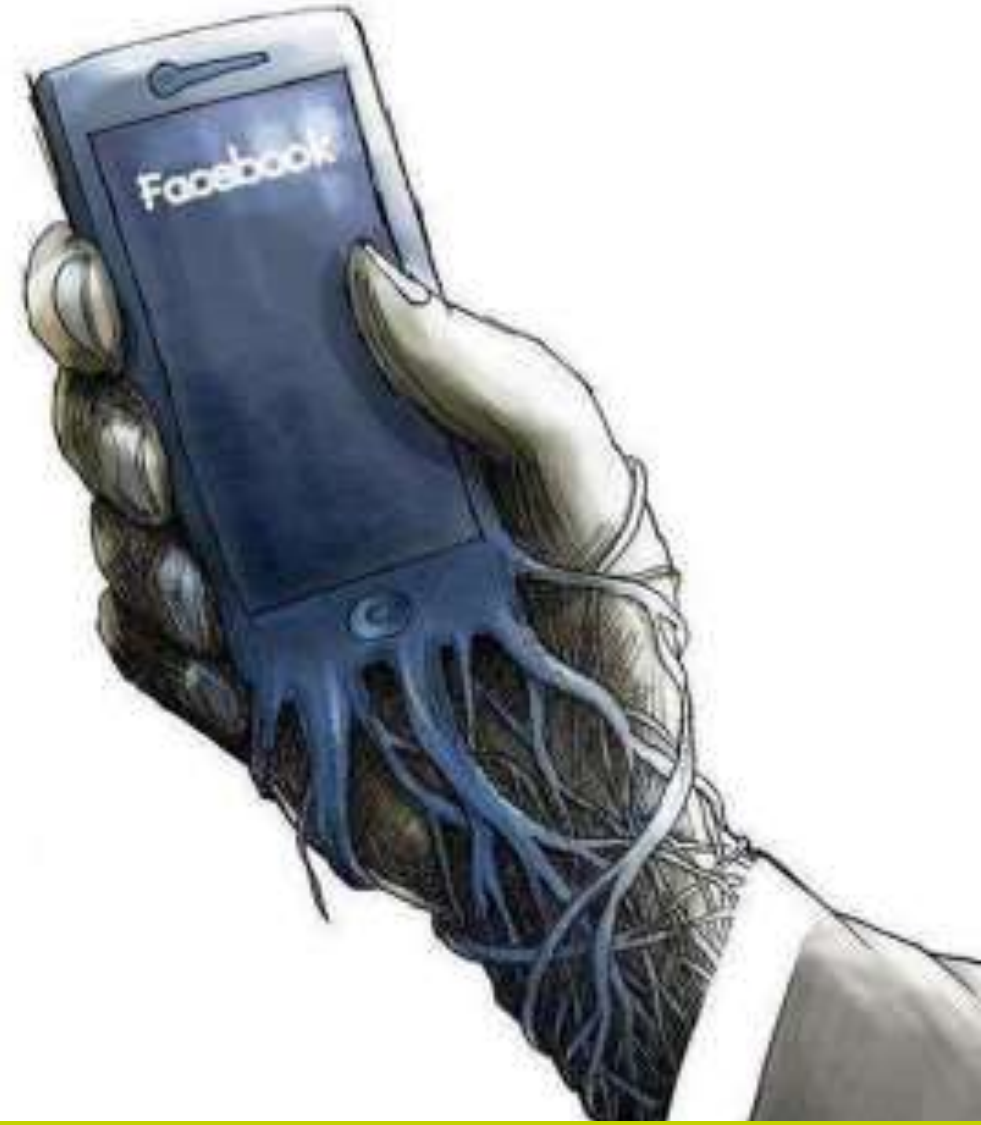


**IPHONE IS LIKE HAVING YOUR LIFE IN YOUR POCKET**

**2007: THE SMARTPHONE**



**2018: THAT PHONE IS OUR LIFE**

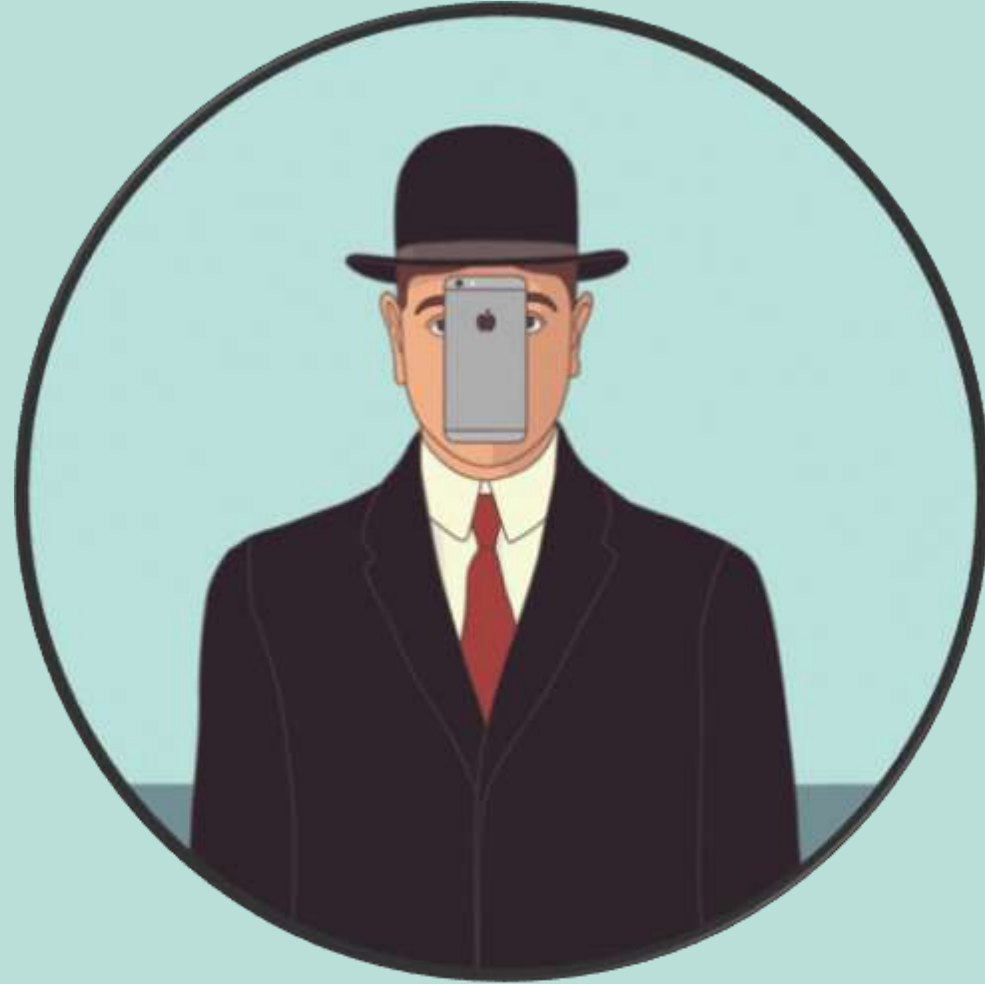


**ONLY THE YOUNG ONES ?**



# SMOMBIE

*Rick Vera*  
KEYNOTE SPEAKER



**SMARTPHONE ZOMBIE**



**OUR OWN LIFE IN OUR OWN HANDS**



# CUSTOMER INTERACTION 3.0



MY PRODUCT

MY SERVICE

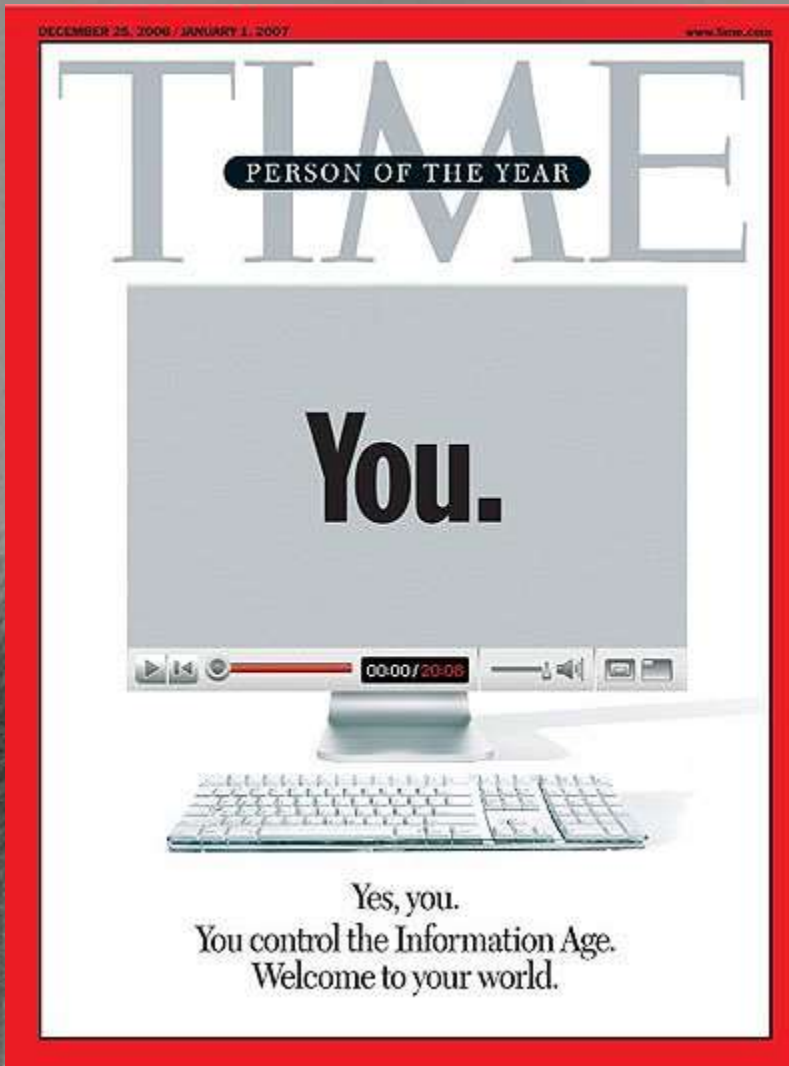
RIGHT MOMENT

RIGHT CHANNEL

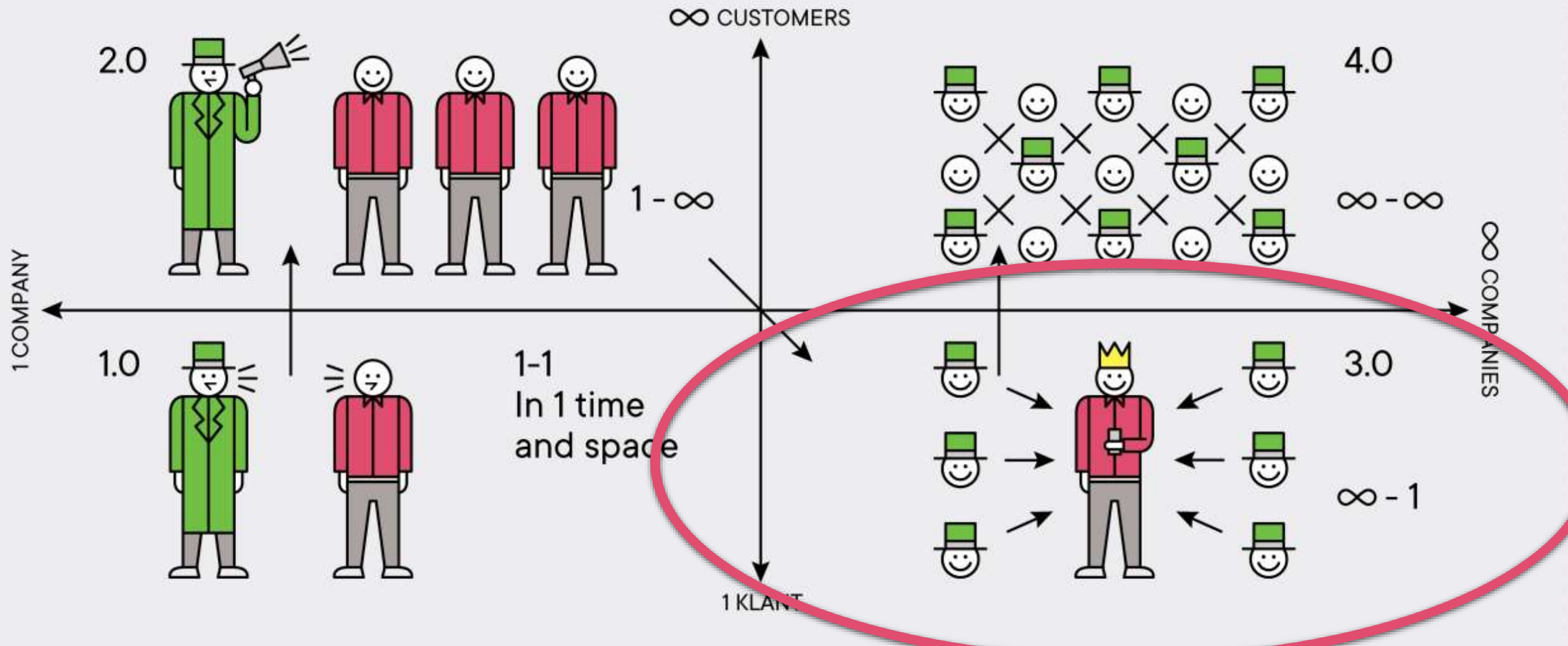
RIGHT TONE OF VOICE

OR JUST F\*CK OFF

**THE EMPOWERED CUSTOMER**



**WE SHOULD HAVE KNOWN**



# CUSTOMER INTERACTION 3.0





**MANY TO ONE**





**SELF-CENTERED**

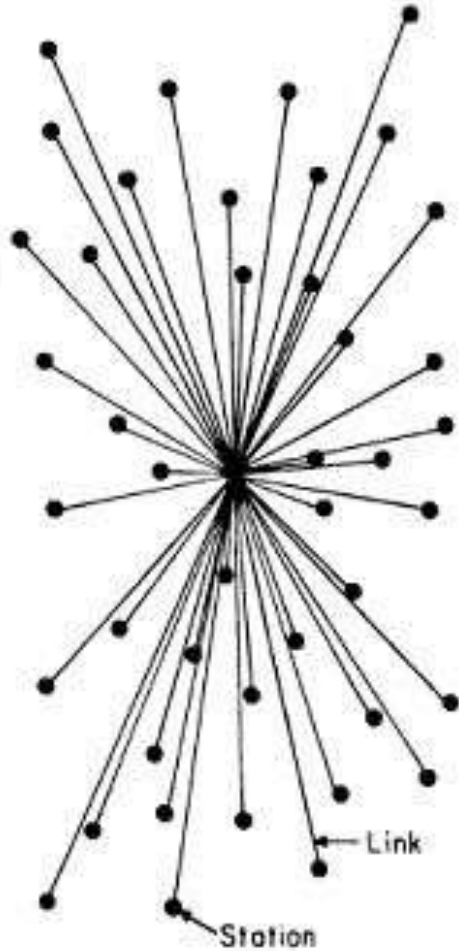




**CONNECTED**

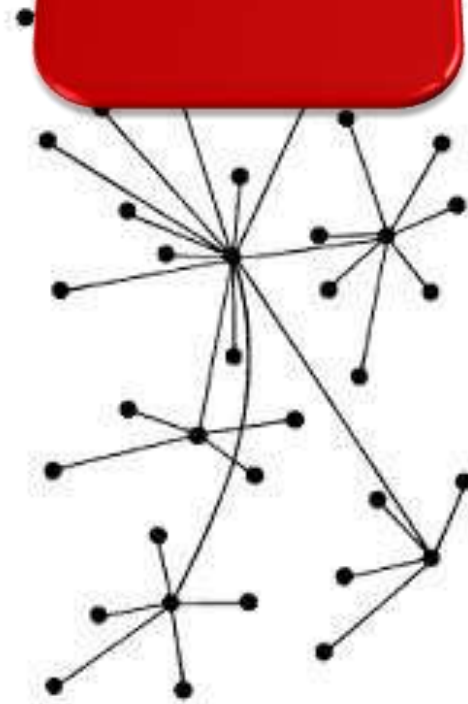


2.0

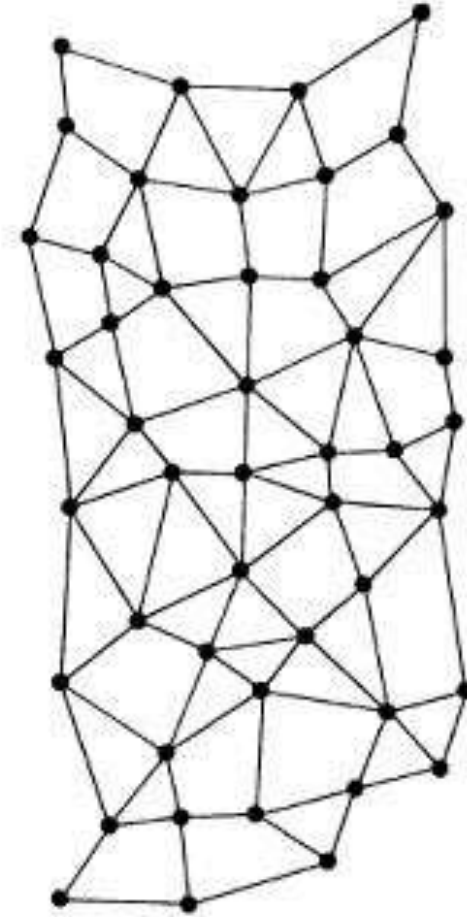


CENTRALIZED  
(A)

3.0



DECENTRALIZED  
(B)

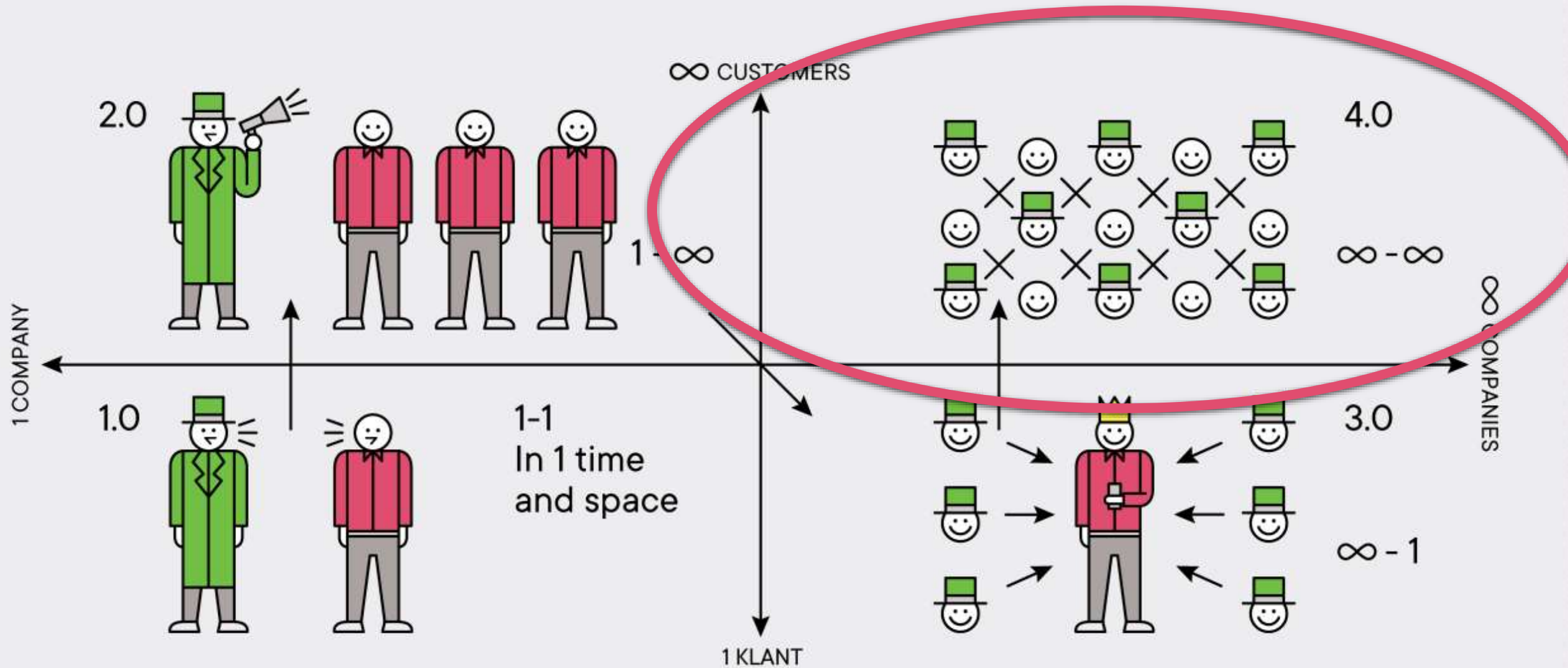


DISTRIBUTED  
(C)

4.0

*Rik Vera*  
KEYNOTE SPEAKER

**THE NETWORK ALWAYS WINS**



# CUSTOMER INTERACTION 4.0



**MANY TO MANY**



MAY  
2017

# GLOBAL DIGITAL SNAPSHOT

THE LATEST NUMBERS FOR INTERNET, SOCIAL MEDIA, AND MOBILE USAGE AROUND THE WORLD

Ryck Verza  
KEYNOTE SPEAKER

TOTAL  
POPULATION



**7.503**  
BILLION

URBANISATION:  
**54%**

INTERNET  
USERS



**3.811**  
BILLION

PENETRATION:  
**51%**

ACTIVE SOCIAL  
MEDIA USERS



**2.909**  
BILLION

PENETRATION:  
**39%**

UNIQUE  
MOBILE USERS



**4.971**  
BILLION

PENETRATION:  
**66%**

ACTIVE MOBILE  
SOCIAL USERS



**2.700**  
BILLION

PENETRATION:  
**36%**

**4 BILLION CONNECTED PEOPLE**

MAY  
2017

# GLOBAL DIGITAL SNAPSHOT

THE LATEST NUMBERS FOR INTERNET, SOCIAL MEDIA, AND MOBILE USAGE AROUND THE WORLD

Rick Vera  
KEYNOTE SPEAKER

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SOCIAL USERS



2.700

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PENETRATION:

36%

URBANISATION IS A TREND



# Collaborative Economy Honeycomb Version 1.0

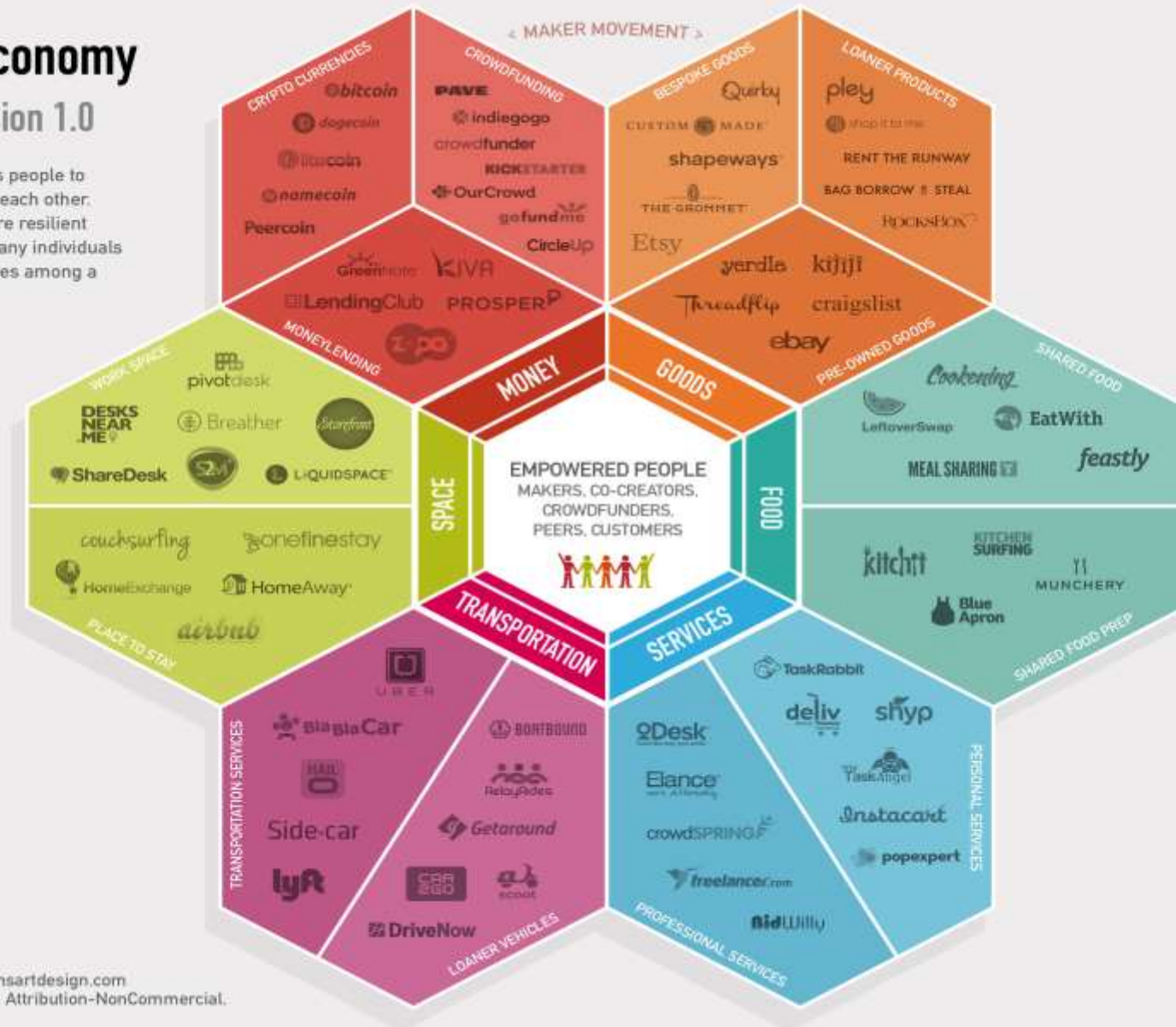
The Collaborative Economy enables people to efficiently get what they need from each other. Similarly, in nature, honeycombs are resilient structures that efficiently enable many individuals to access, share, and grow resources among a common group.

In this visual representation, this economy is organized into discrete families, sub-classes, and example companies. To access the full directory of 9000+ companies visit the Mesh Index, at [meshing.it/companies](http://meshing.it/companies) managed by Mesh Labs.

By Jeremiah Owyang  
@Jowyang

With input from:  
Neal Gorenflo (@gorenflo),  
Lisa Gansky (@instigating),  
Shervin Pishevar (@sherpa),  
Mike Walsh (@mwalsh),  
Brian Solis (@briansolis),  
Alexandra Samuel (@awsamuel),  
and Vision Critical (@visioncritical).

Design by Vladimir Mirkovic [www.transartdesign.com](http://www.transartdesign.com)  
May 2014. Creative Commons license: Attribution-NonCommercial.



## KEY MARKET FORCES



### SOCIETAL DRIVERS

- DESIRE TO CONNECT
- SUSTAINABLE MINDSET
- POPULATION INCREASE



### ECONOMIC DRIVERS

- FINANCIAL CLIMATE
- UNTAPPED IDLE RESOURCES
- STARTUPS HEAVILY FUNDED



### TECHNOLOGY ENABLERS

- INTERNET OF EVERYTHING
- MOBILE TECHNOLOGIES
- SOCIAL NETWORKS



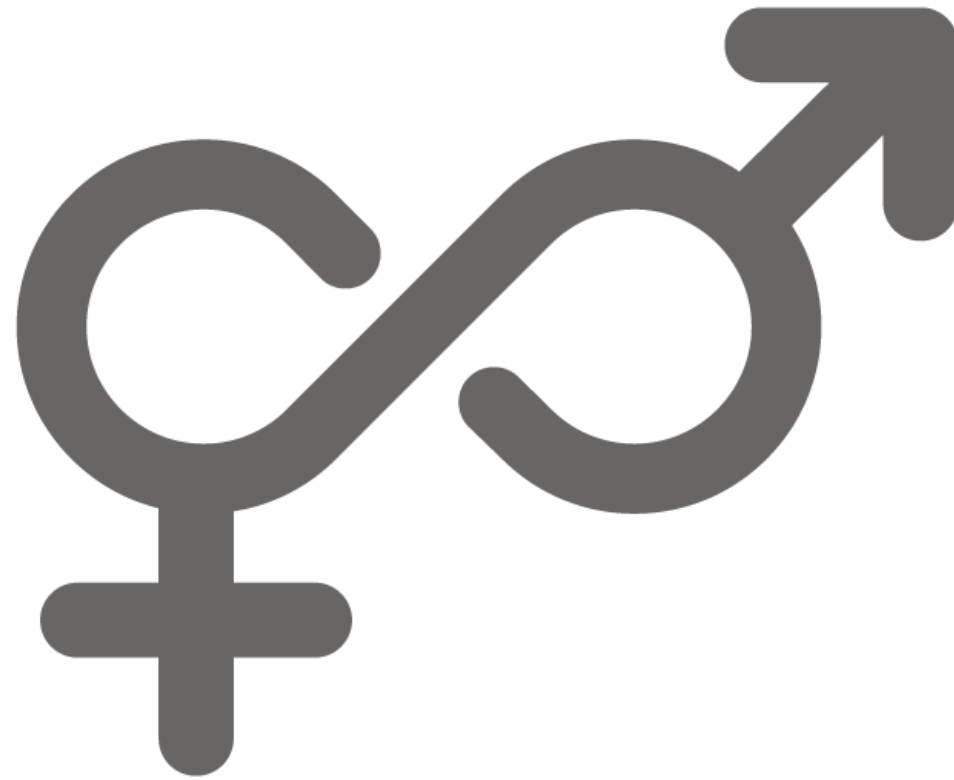
[www.crowdcompanies.com](http://www.crowdcompanies.com)

# COLLABORATIVE ECONOMY



# NO MORE MIDDLE MAN





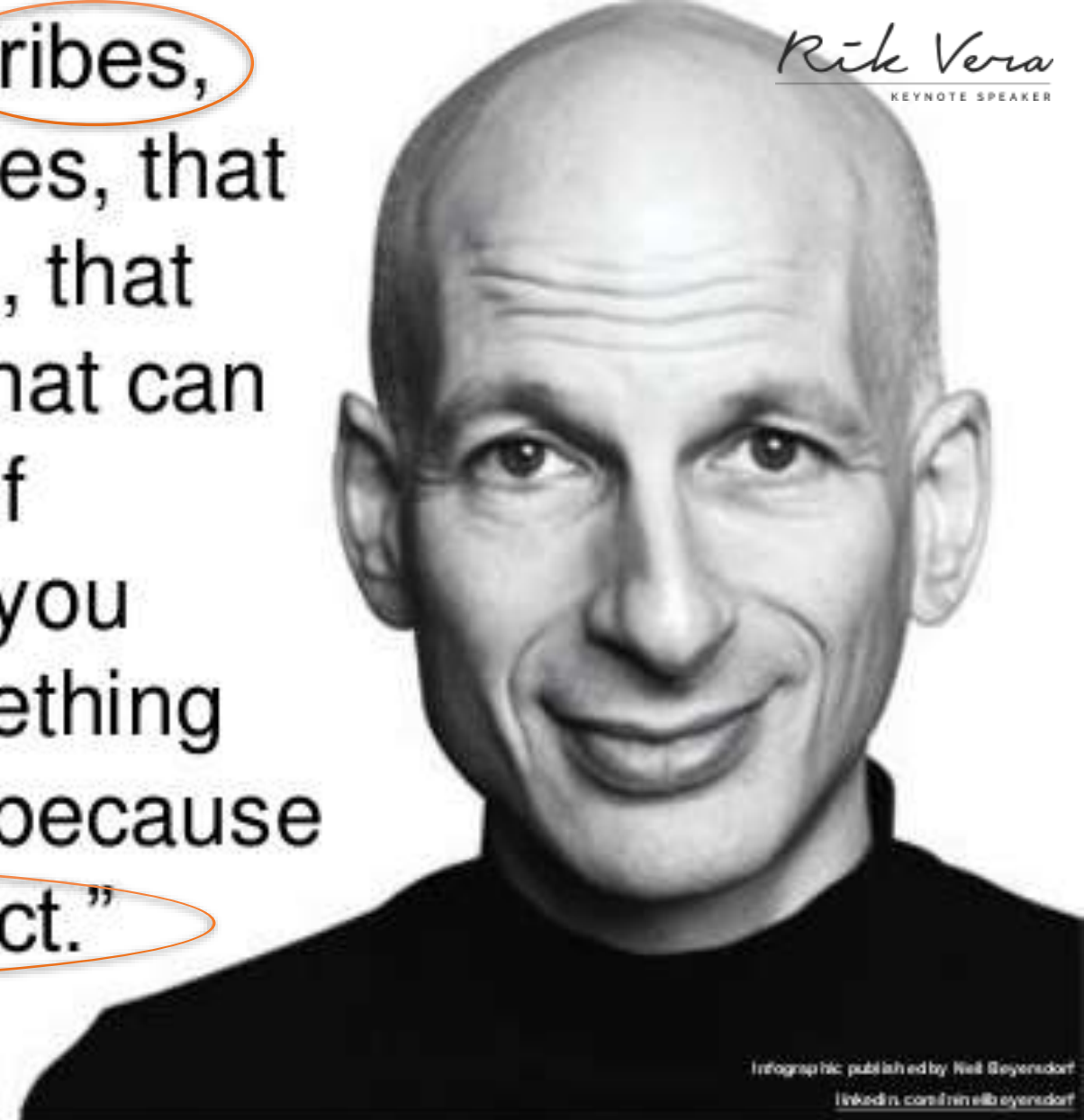
# Facebook's 71 gender options (US/UK)

Agender		Neither
Androgyne		Neutrois
Androgynes		Non-binary
Androgynous	Asexual	Other
Bigender	Female to male trans man	Pangender
Cis	Female to male transgender man	Trans
Cis Female	Female to male transsexual man	Trans Female
Cis Male	F2M	Trans Male
Cis Man	Gender neutral	Trans Man
Cis Woman	Hermaphrodite	Trans Person
Cisgender	Intersex man	Trans*Female
Cisgender Female	Intersex person	Trans*Male
Cisgender Male	Intersex woman	Trans*Man
Cisgender Man	Male to female trans woman	Trans*Person
Cisgender Woman	Male to female transgender woman	Trans*Woman
Female to Male	Male to female transsexual woman	Transexual
FTM	Man	Transexual Female
Gender Fluid	M2F	Transexual Male
Gender Nonconforming	Polygender	Transexual Man
Gender Questioning	T* man	Transexual Person
Gender Variant	T* woman	Transexual Woman
Genderqueer	Two* person	Transgender Female
	Two-spirit person	

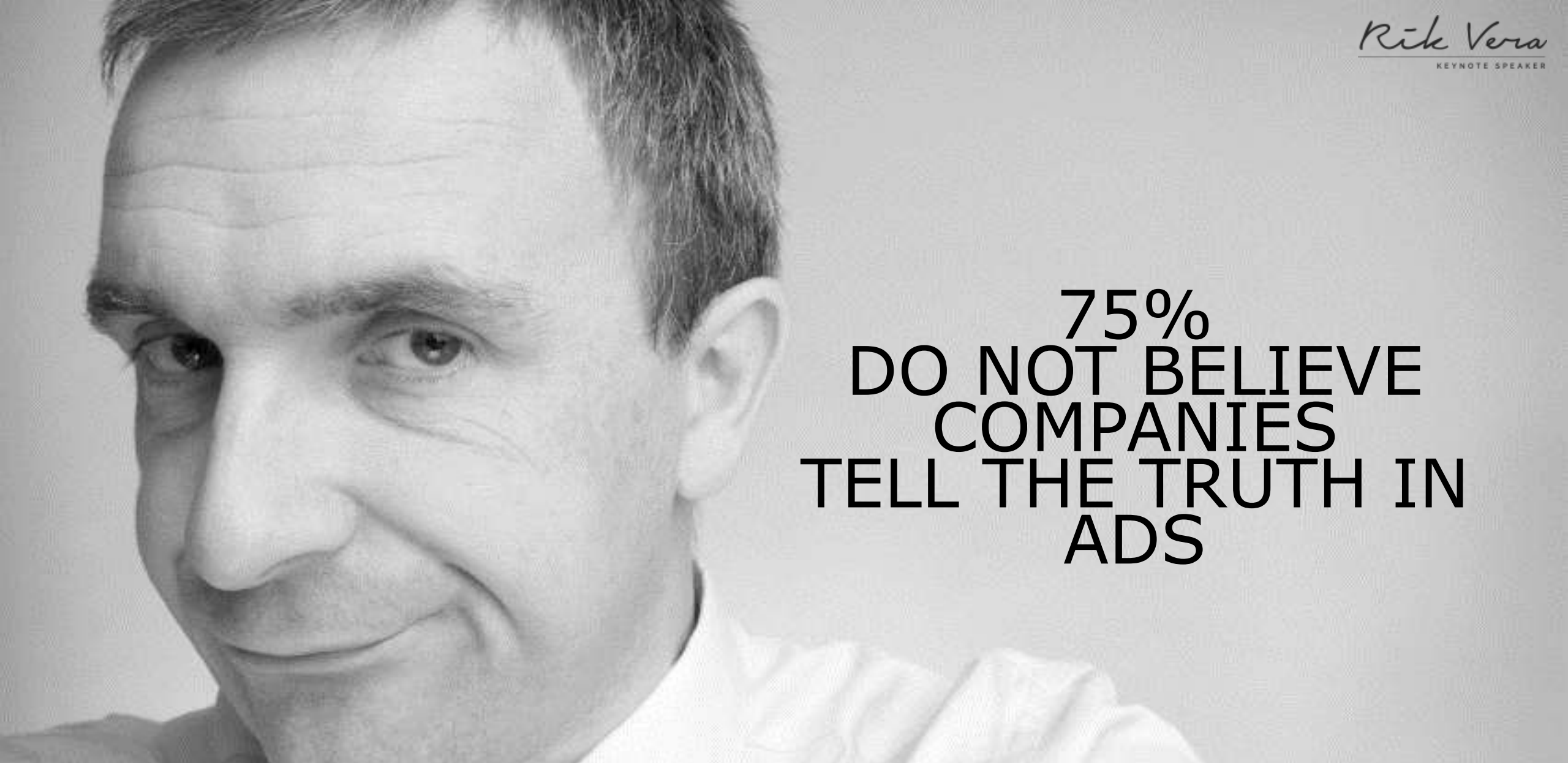


“And it turns out that tribes,  
not money, not factories, that  
can change our world, that  
can change politics, that can  
align large numbers of  
people. Not because you  
force them to do something  
against their will. But because  
they wanted to connect.”

– *Seth Godin*



**TRIBAL**



75%  
DO NOT BELIEVE  
COMPANIES  
TELL THE TRUTH IN  
ADS

**WE DO NOT BELIEVE YOU**

78%  
TRUST PEER  
RECOMMENDATIONS



**WE BELIEVE OUR PEERS**





**WE ARE THE SWIPE GENERATION**



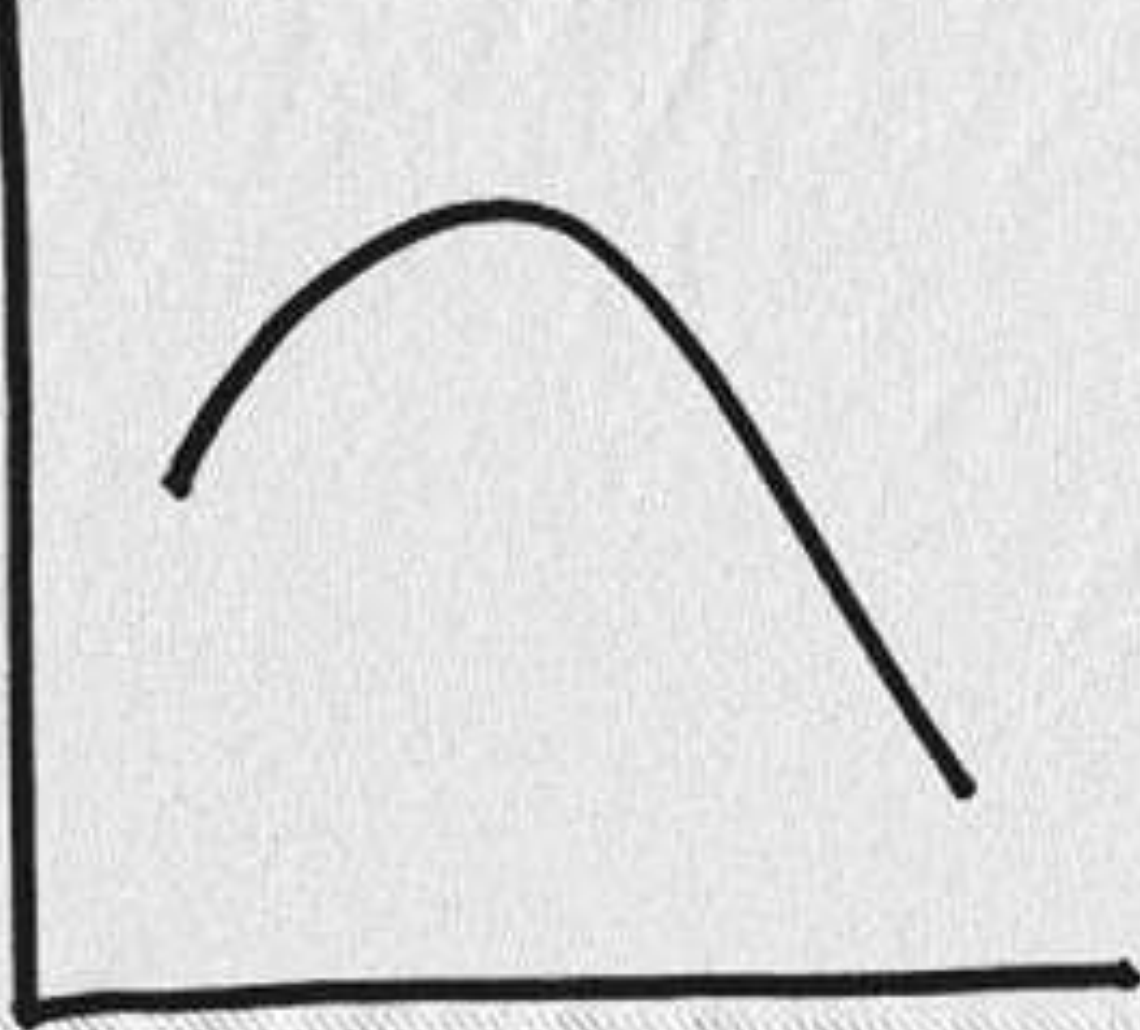
**ON-DEMAND**







CHANCE  
OF GETTING  
ANYTHING  
DONE



# OF CHOICES

**CUSTOMERS NEED HELP**



Mind Full, or Mindful?

**MINDFUL**



**H**ONEST  
**E**THICAL  
**A**UTHENTIC  
**R**ESPONSIBLE  
**T**RANSSPARENT

**HAVE A HEART**

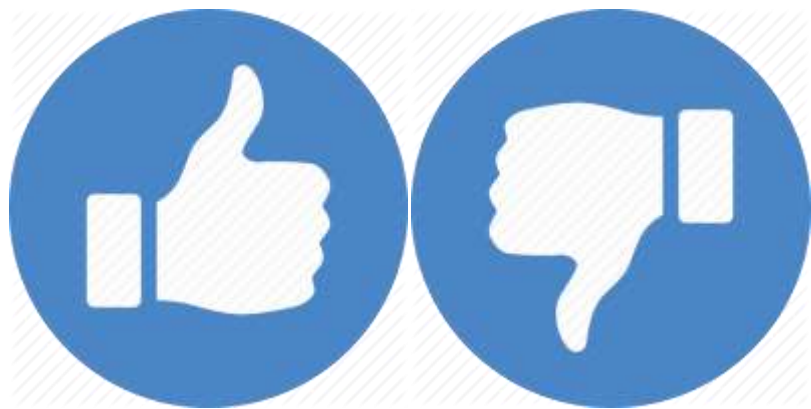


**People**

**Planet**

**Profit**

**ETHICAL**



**RADICAL**

C



U



S



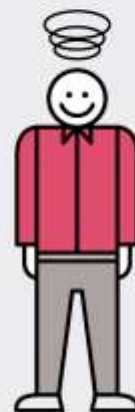
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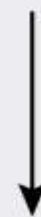
M



E



R







**MEET THE BOSS**



There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.

**YOUR BOSS IS A SERIAL KILLER**



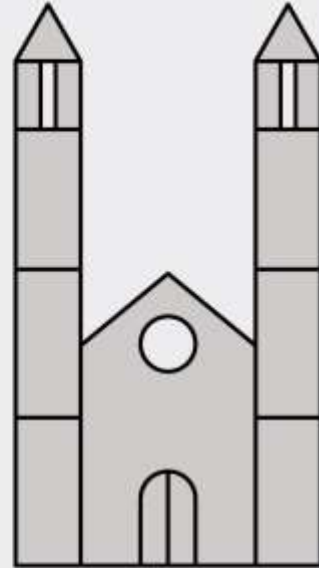
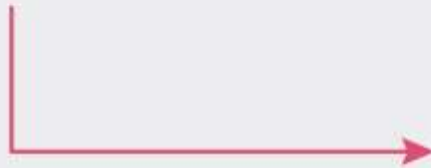
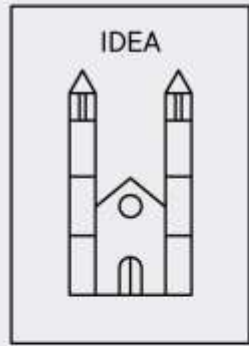
**YOUR BOSS IS VUCA**



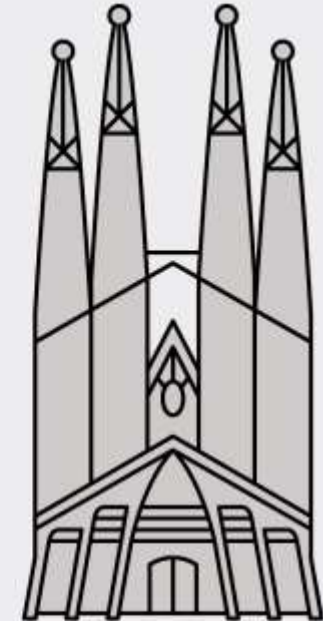
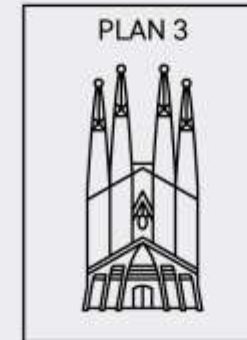
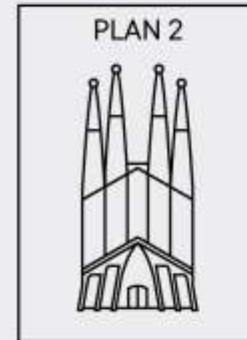
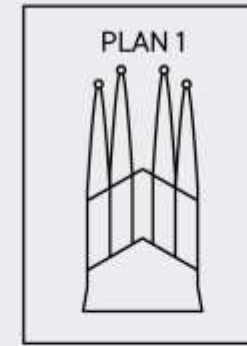
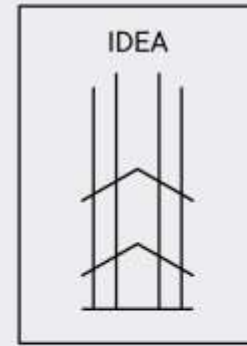
If the rate of change  
on the outside  
exceeds the rate  
of change on the inside,  
the end is near



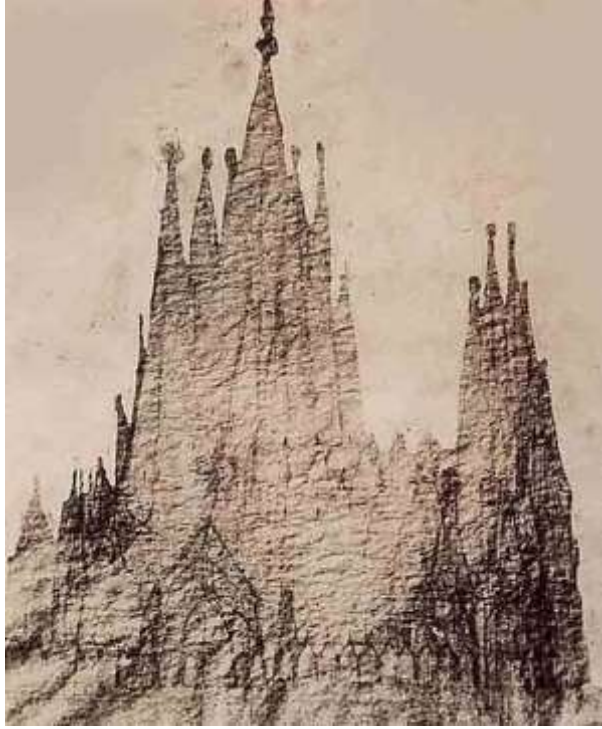
## Fast architecture



## Slow architecture



**WE NEED FAST FORWARD  
SLOW ARCHITECTURE**



**SLOW ARCHITECTURE**





“I am not sure to whom I presented a diploma today, to a madman or to a genius.”



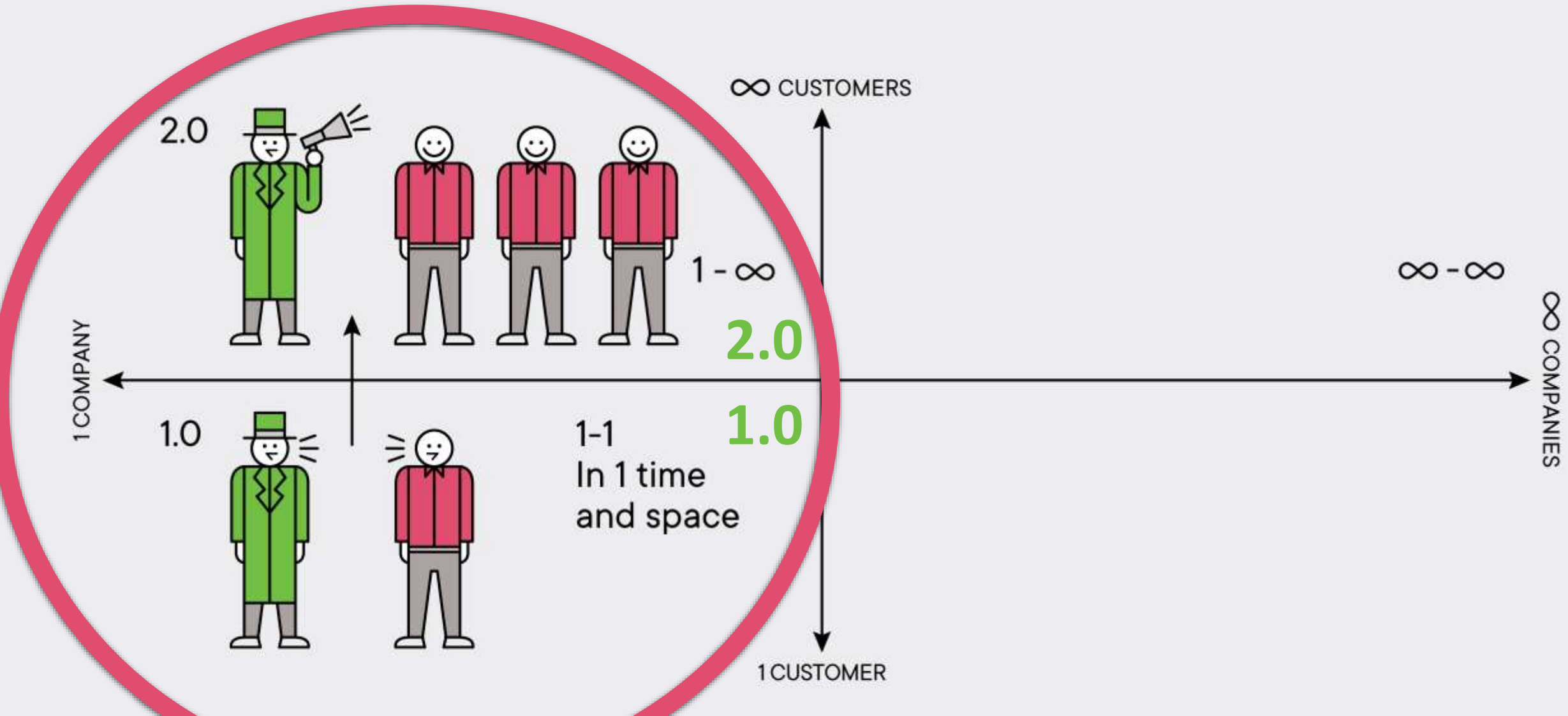
# THE UPSIDE DOWN



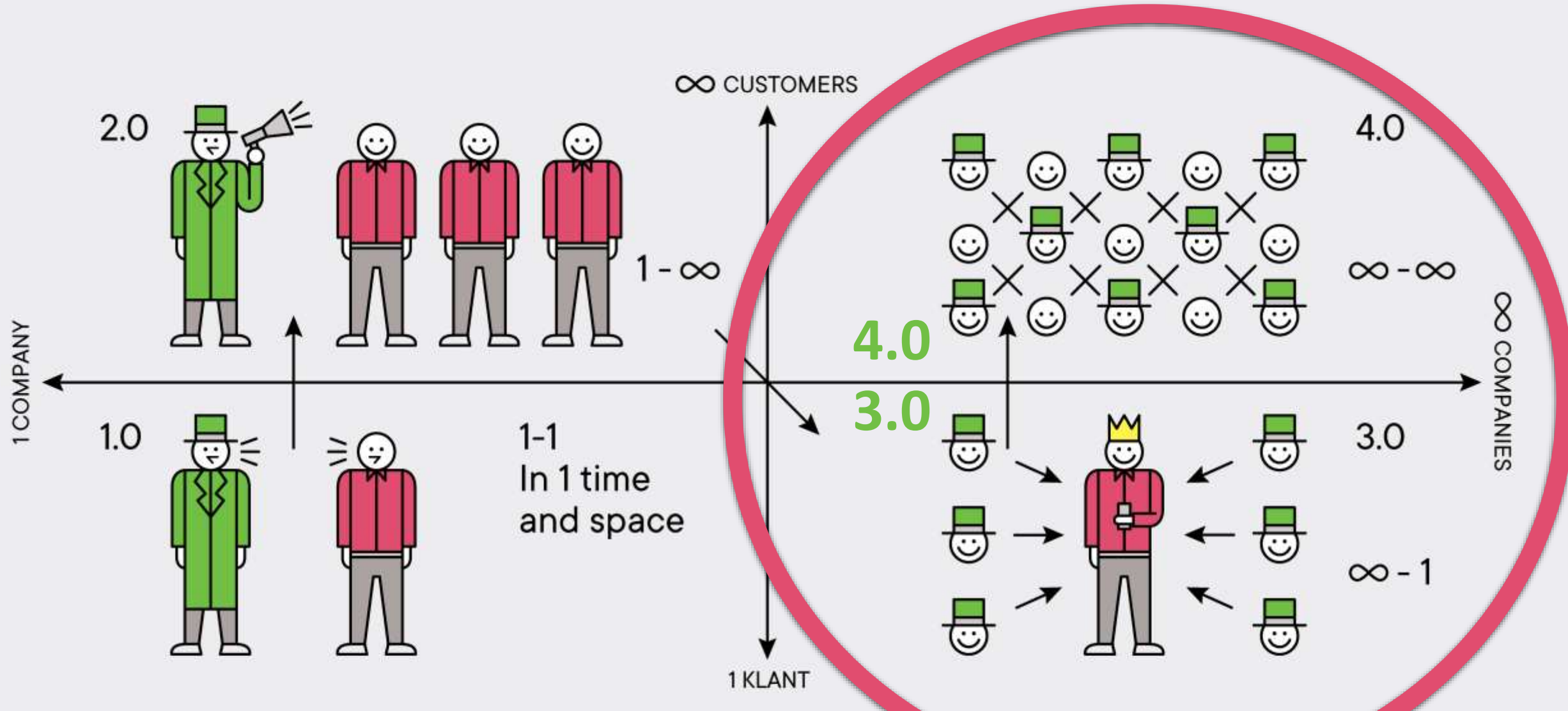


# UPSIDE DOWN SLOW ARCHITECTURE

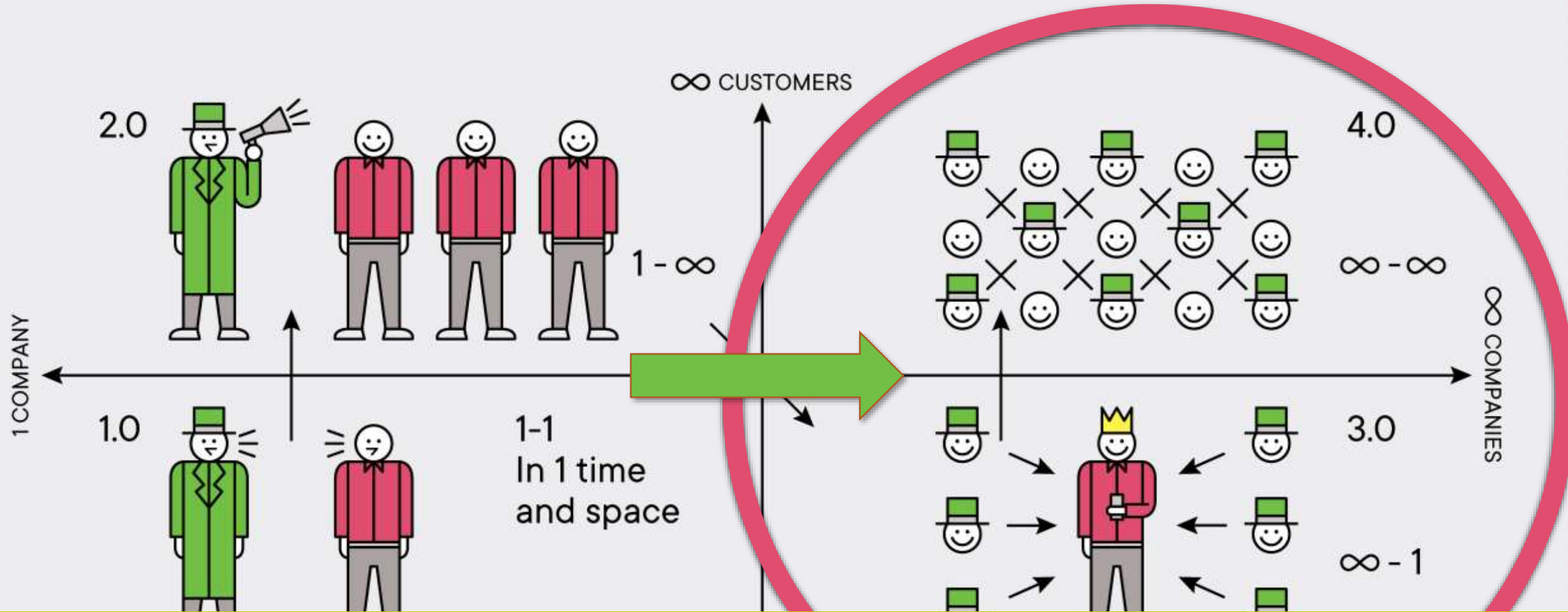




# THE OLD NORMAL



# THE NEW NORMAL



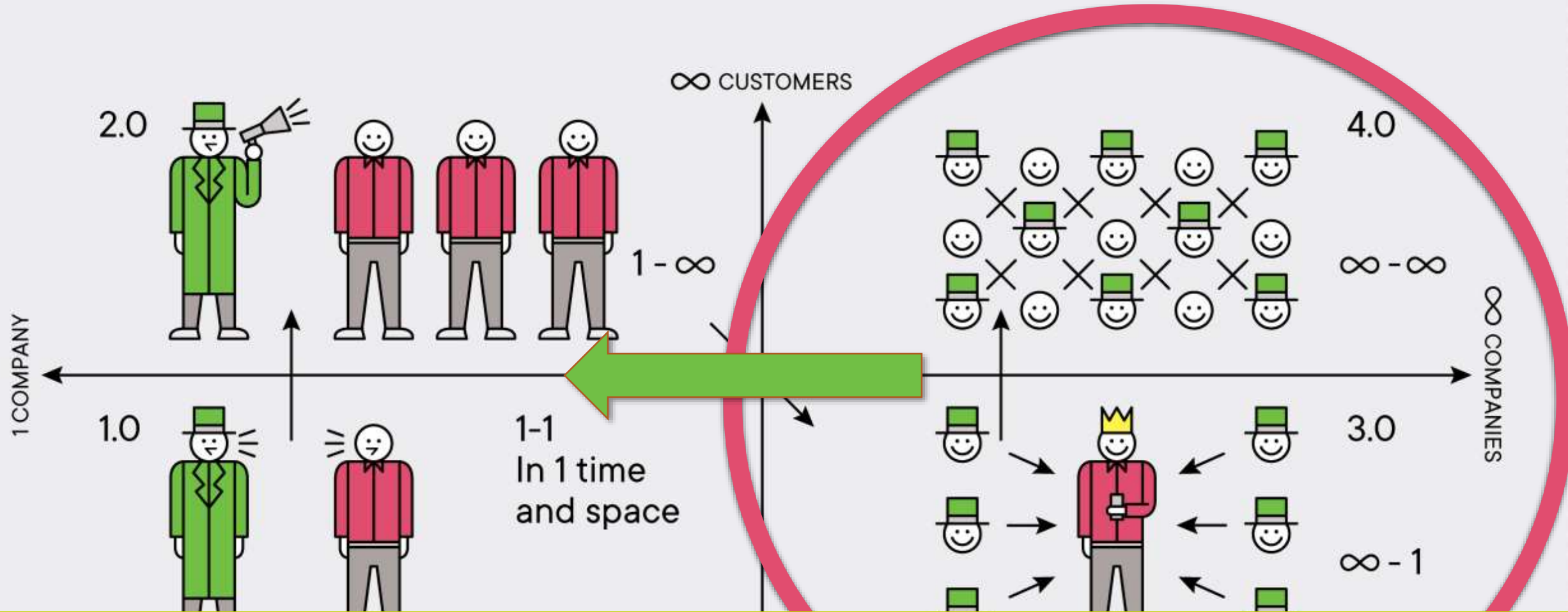
**DO NOT LOOK AT THE NEW WORLD  
WITH THE OLD MINDSET**







**DE-COMPOSE YOUR BUILDING BLOCKS**

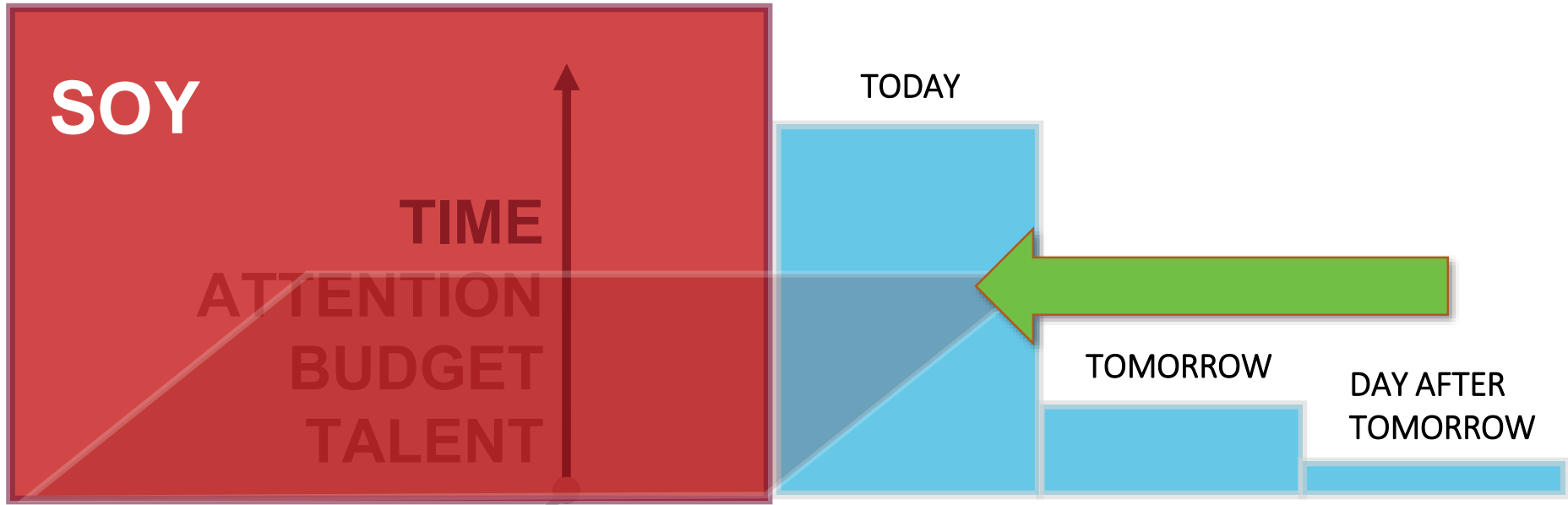


**LOOK AT THE OLD BUSINESS  
WITH THE NEW MINDSET**



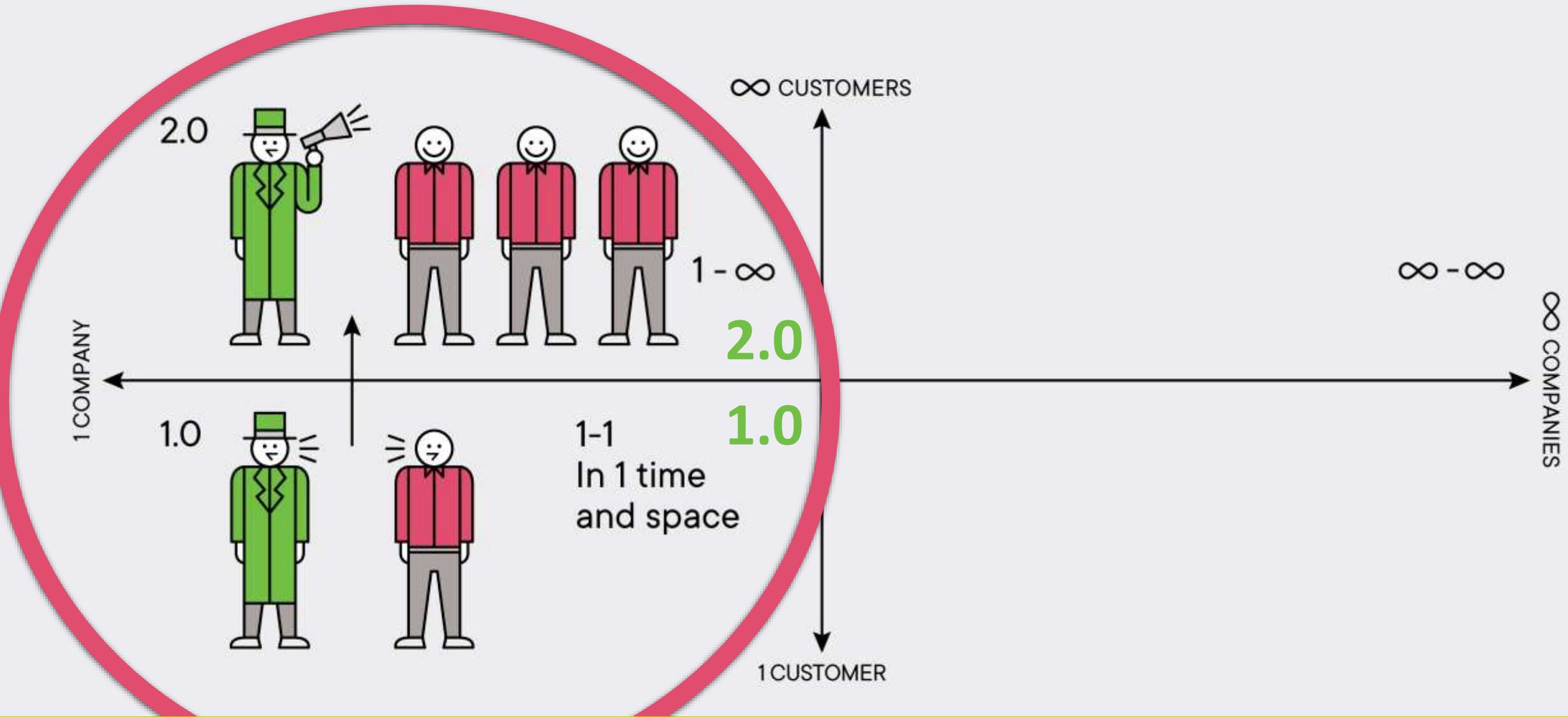


**RE-COMPOSE YOUR BUILDING BLOCKS**



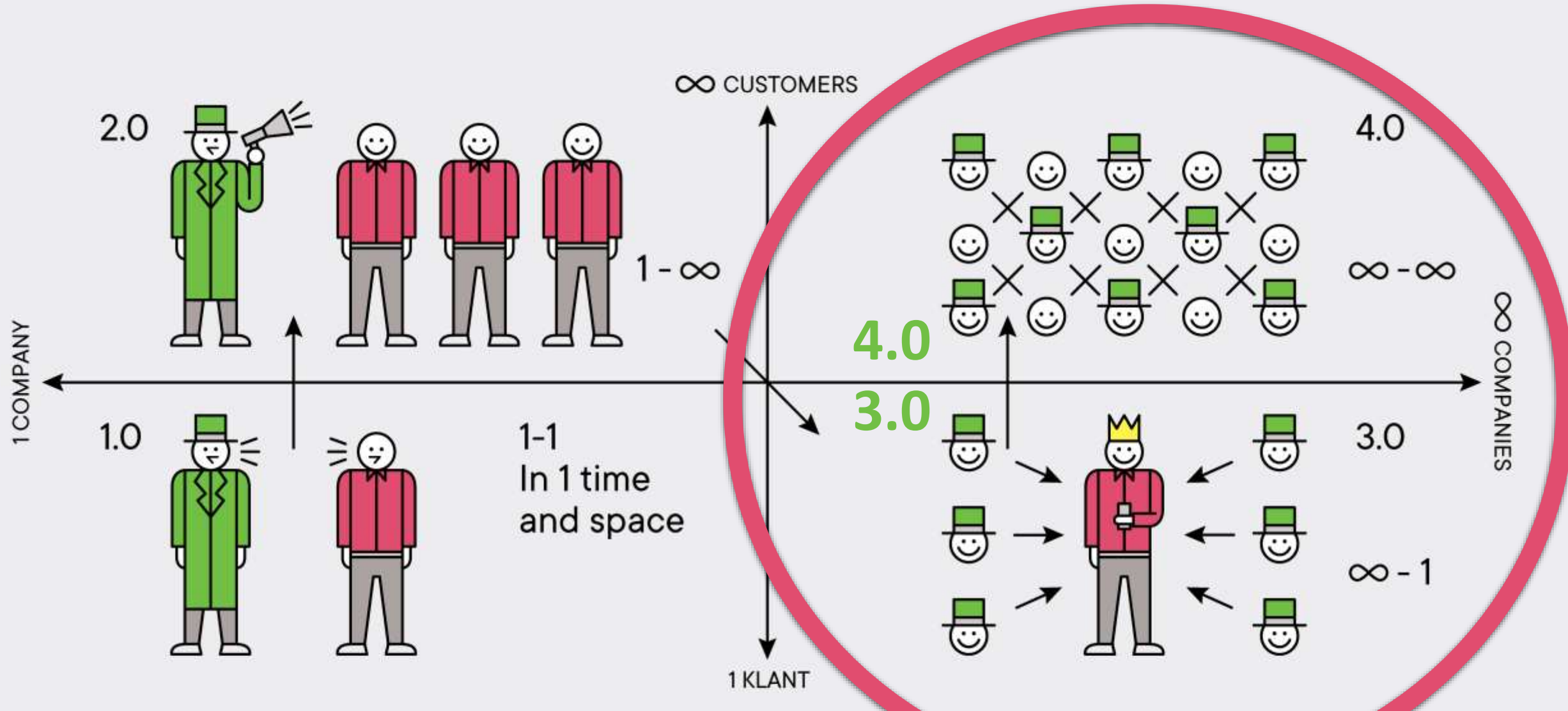
VALUE  
CREATION

**DAY AFTER TOMORROW**

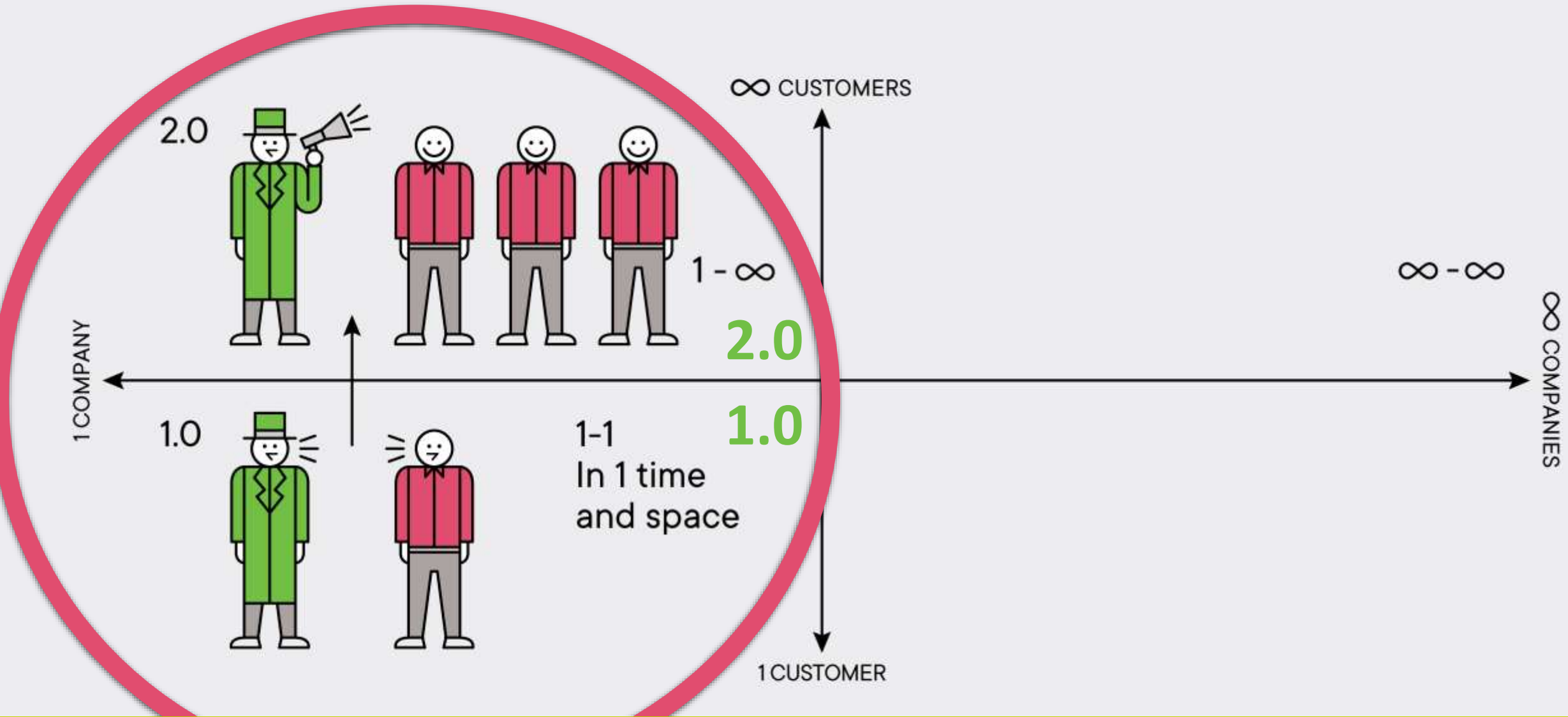


# COMPANIES

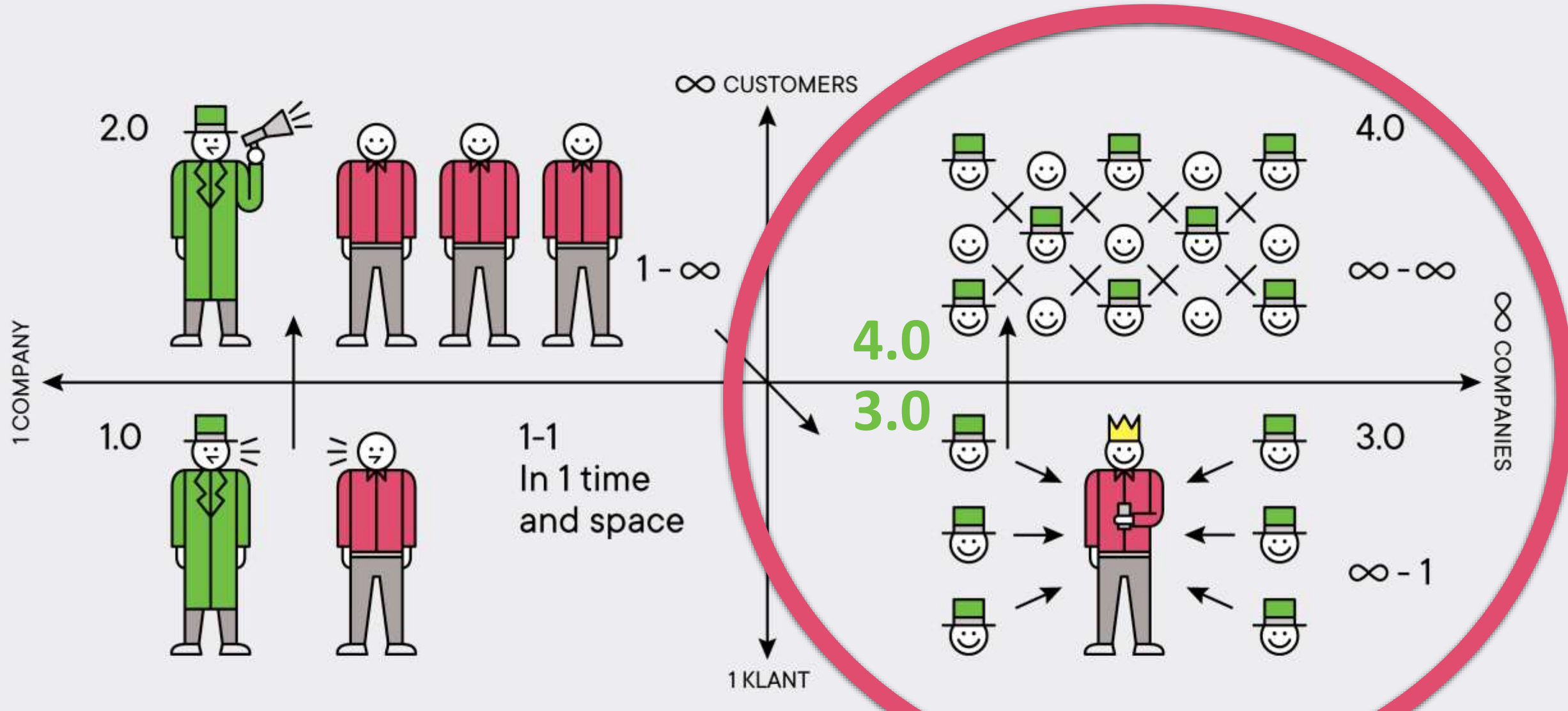




# CUSTOMERS

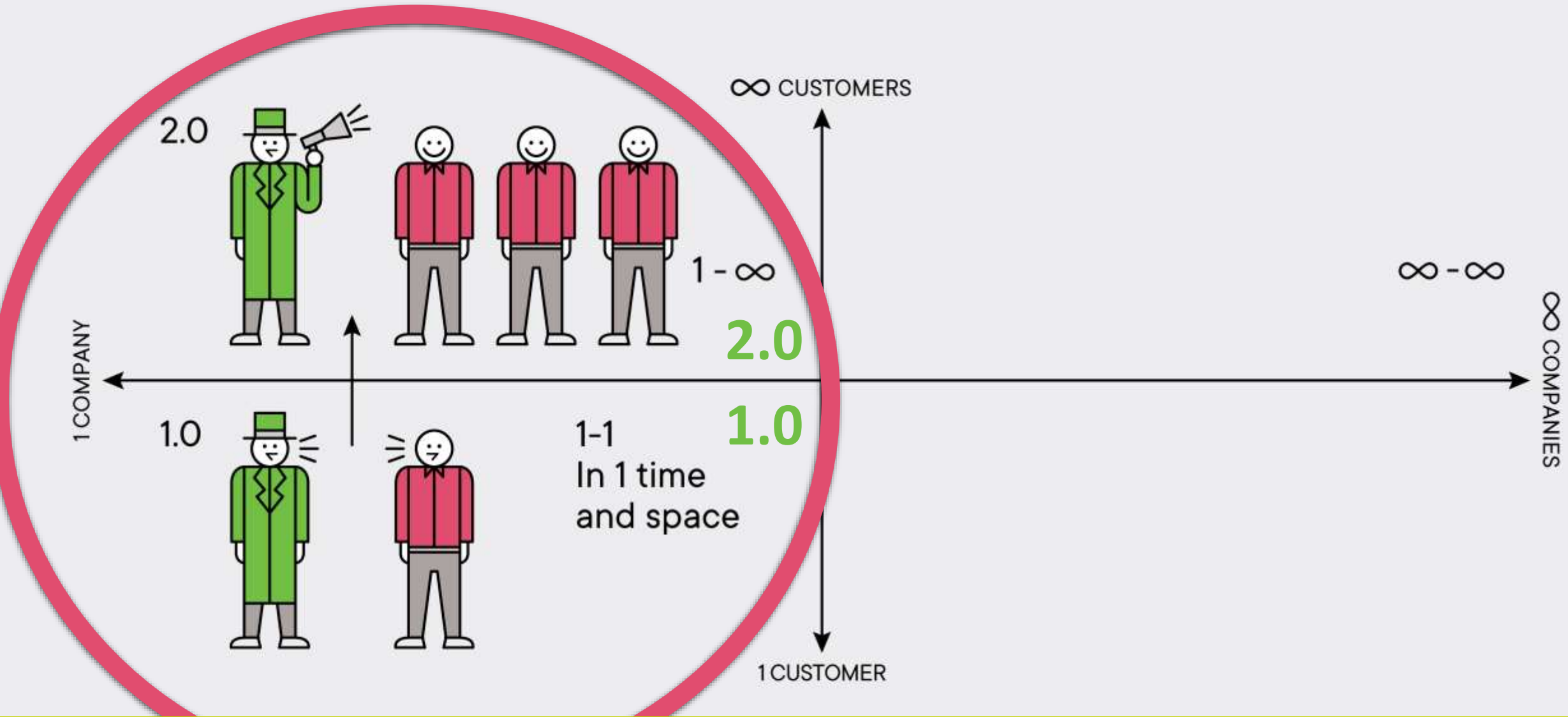


# COMPANIES

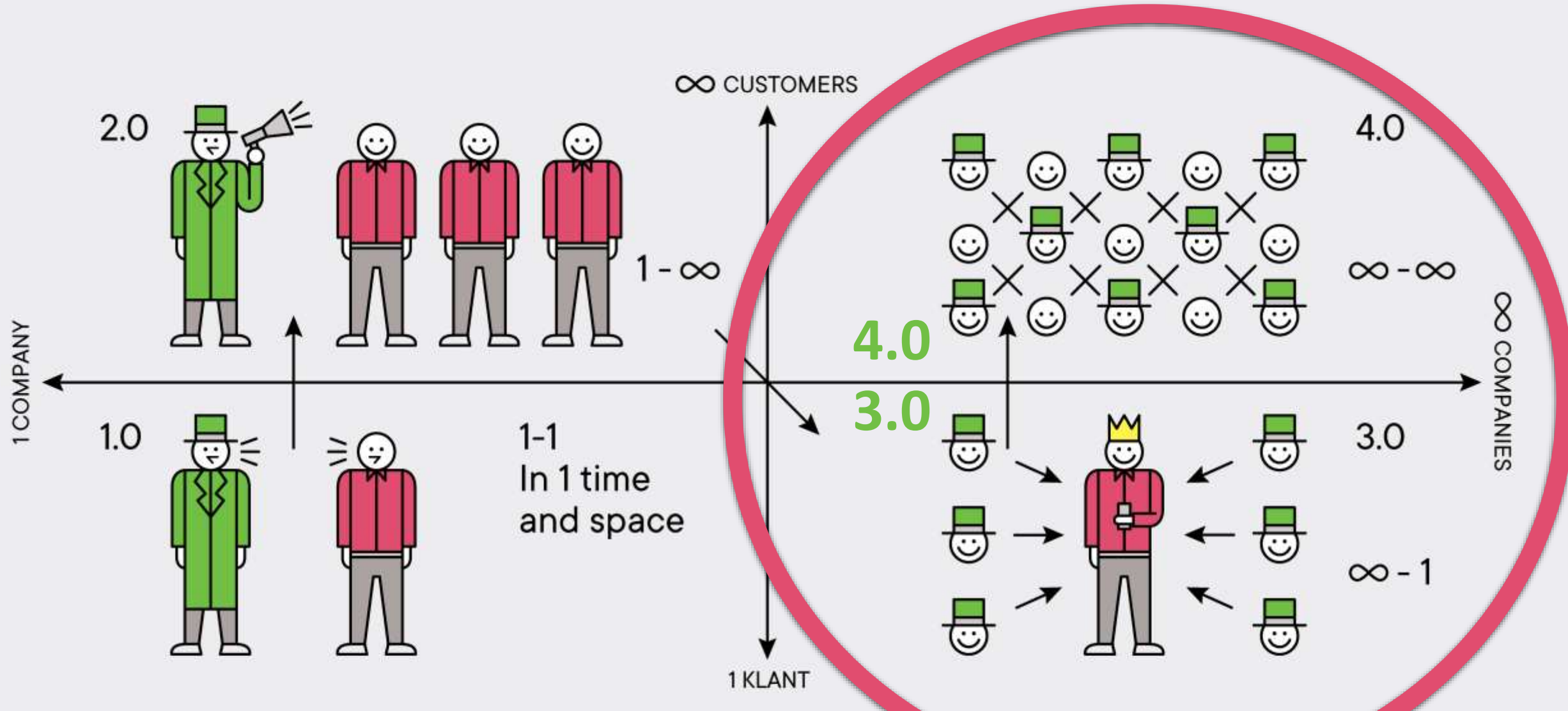


# EMPLOYEES





# GOVERNMENTS



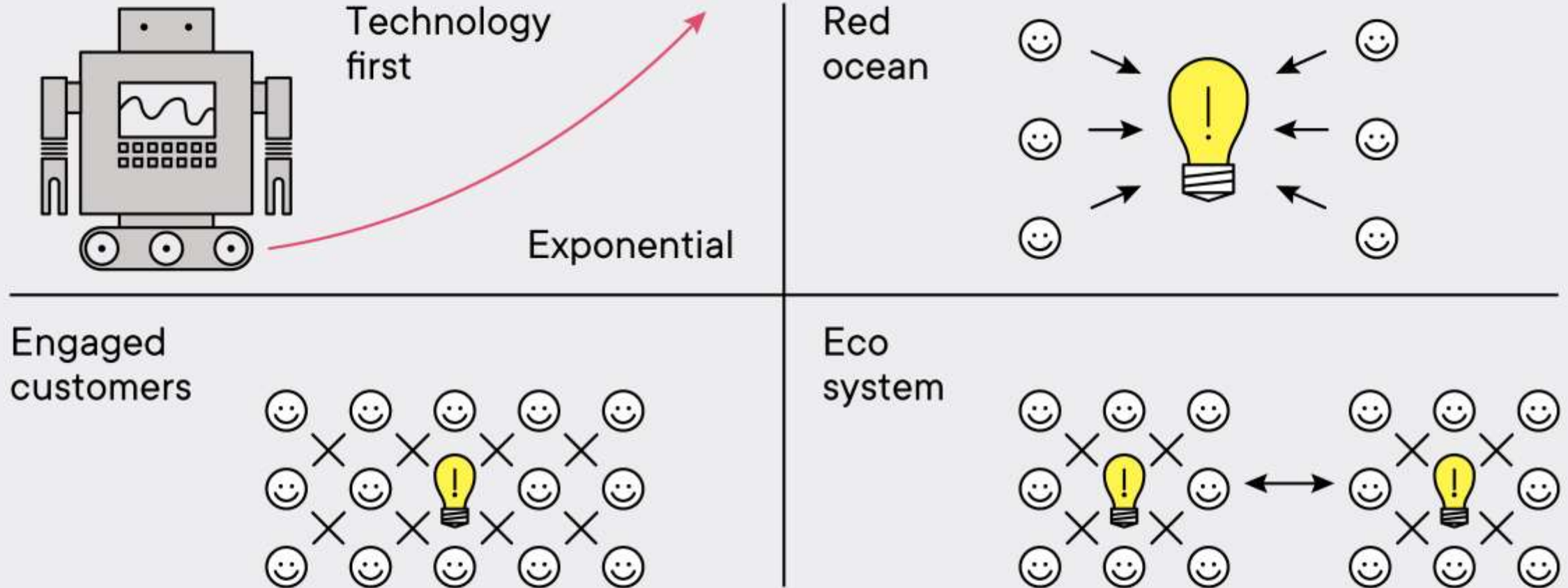
# CITIZEN



# STRATEGY FOR THE NEW NORMAL



# The TREE formula



**USE THE NEW WORLD TO THE MAX**



**DIVE INTO (YOUR OWN) RED OCEAN**



**A RED OCEAN**  
**IS ALWAYS FULL OF**  
**FRUSTRATED CUSTOMERS**

**THE CUSTOMER IS ALREADY THERE**





**TAKE AWAY THOSE FRUSTRATIONS**

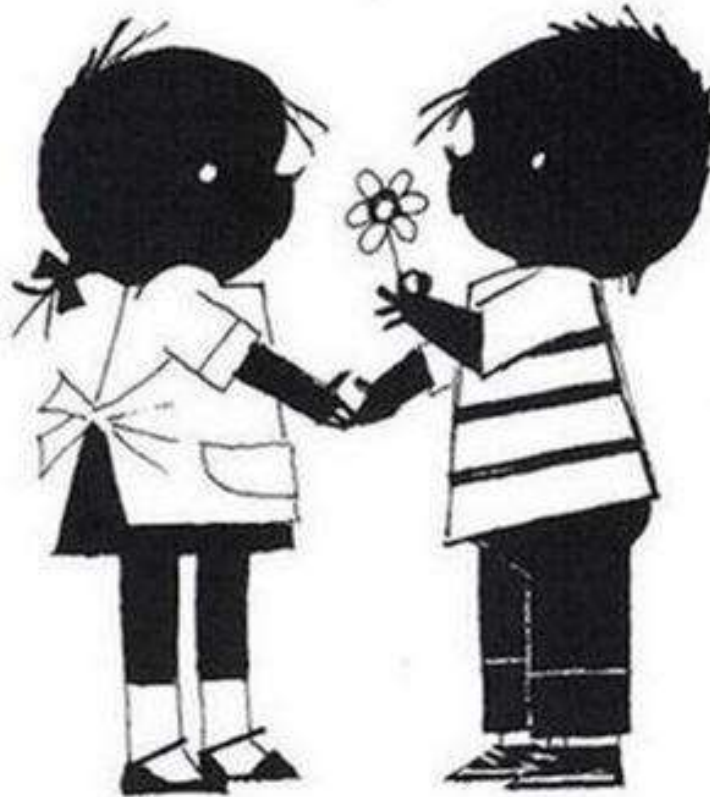


**CREATE**

**W O W**

**GO FOR THAT BIG SMILE**





**ENGAGE YOUR CUSTOMERS**

Rick Vera



**THEY BECOME YOUR SALES AND  
MARKETING DEPARTMENT**



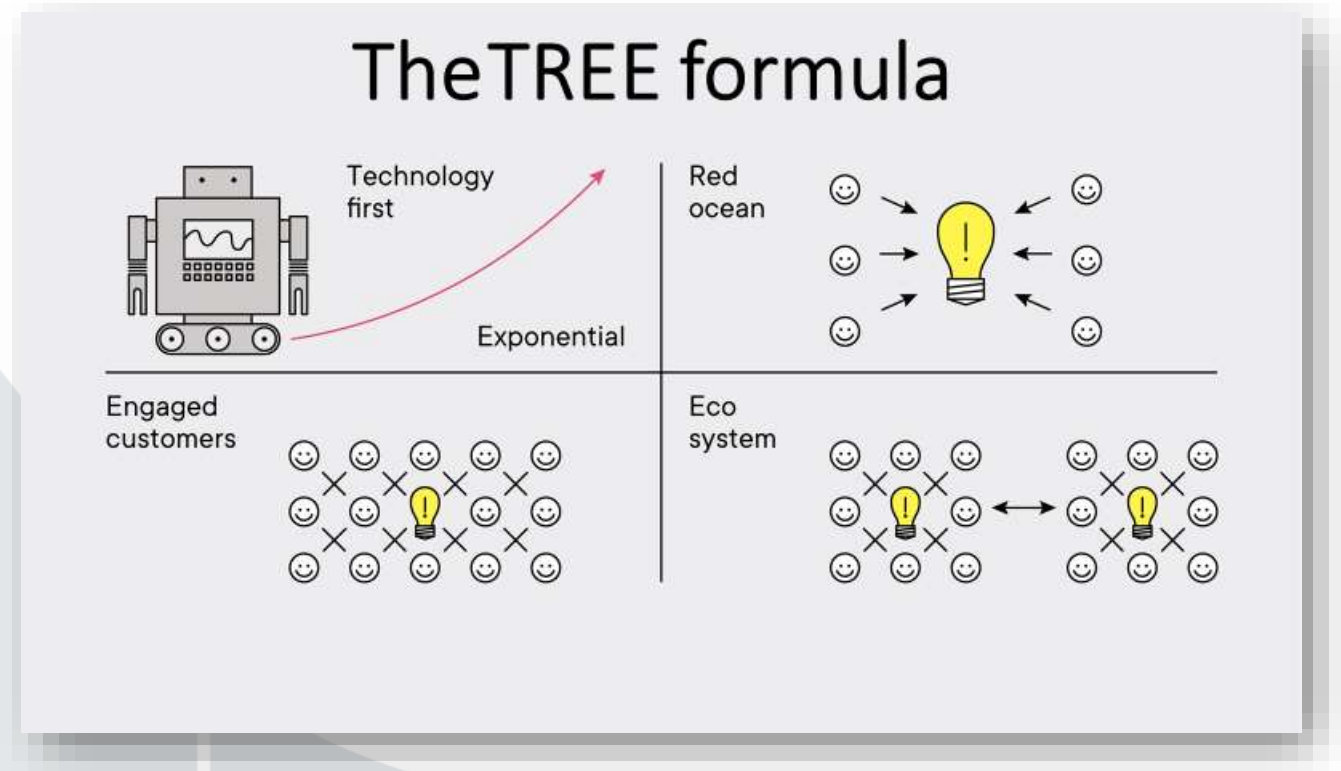
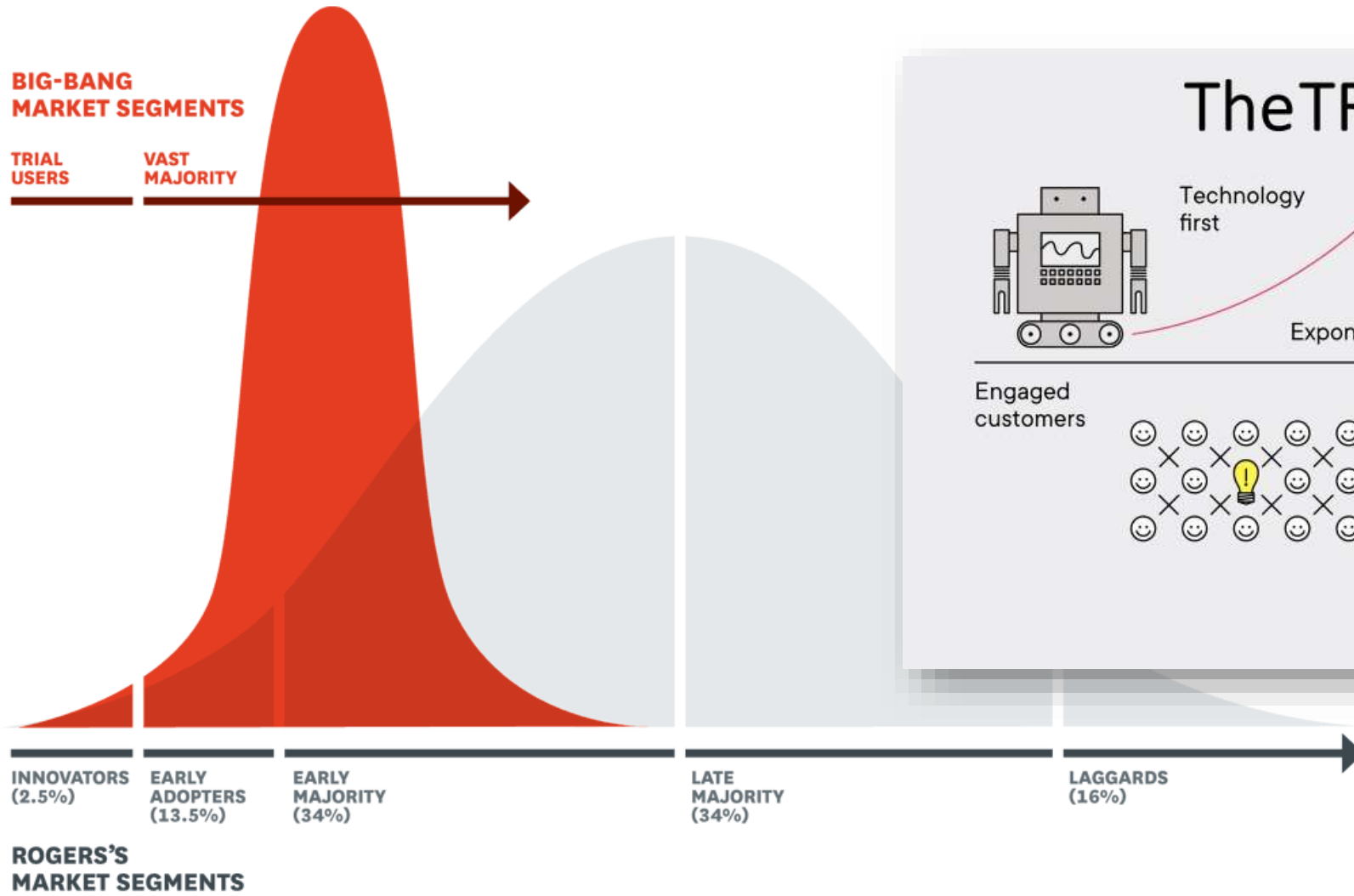
**THEY BECOME YOUR  
INFRASTRUCTURE**



**(BE A KNOWLEDGE BROKER)**



**THINK ECOSYSTEM**



**EXPONENTIAL GROWTH**



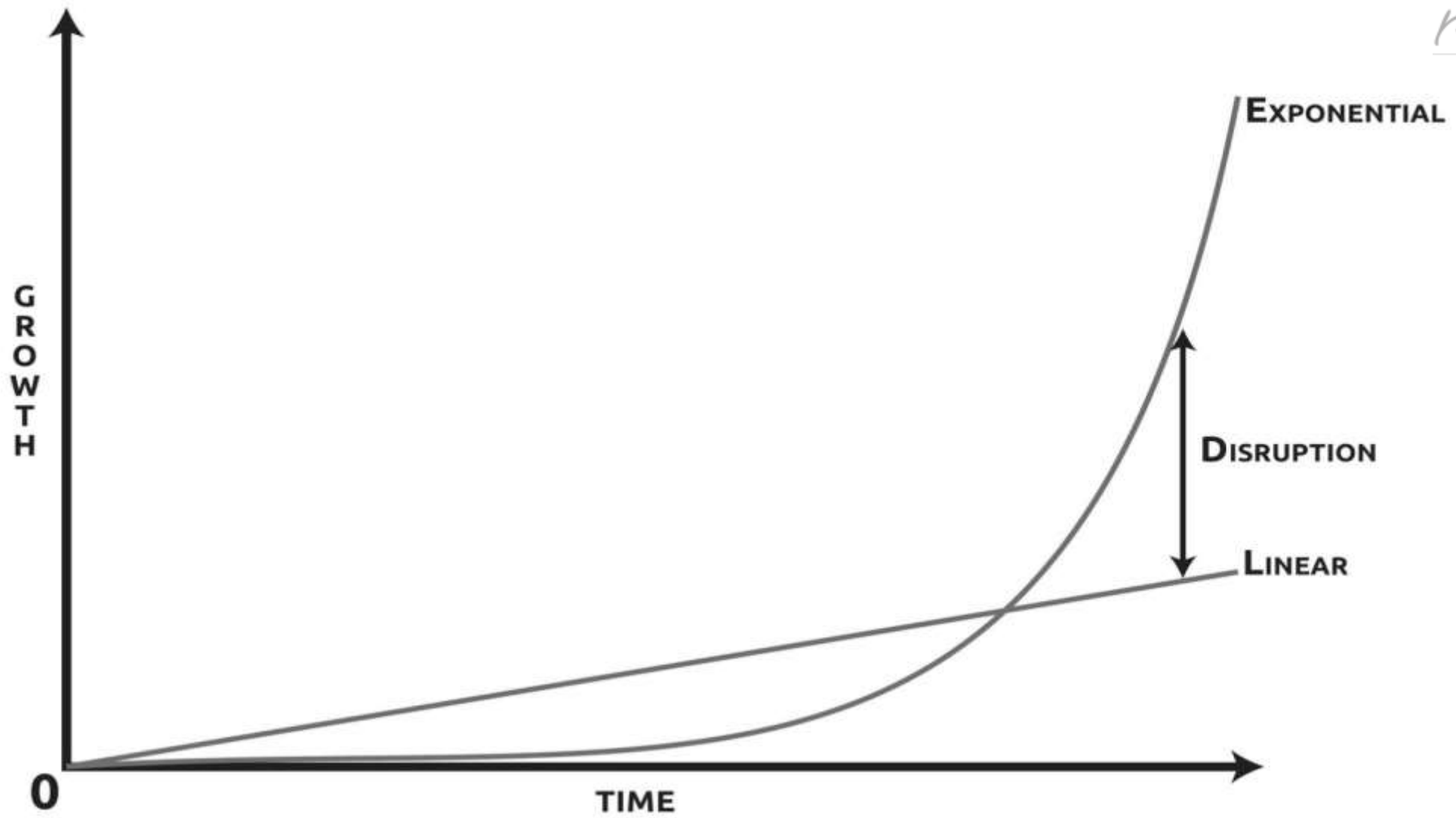
In the new world,  
it is not the big fish  
which eats the  
small fish, it's the  
fast fish which  
eats the slow fish

Klaus Schwab  
Founder and Executive Chairman  
World Economic Forum

**BE A FAST FISH**



**DISRUPTION STARTS SLOW  
AND THEN HAPPENS  
ALL OF A SUDDEN**



**EXPONENTIAL**

A black and white photograph of a surfer riding a large, curling wave. The surfer is in a crouched position, leaning forward, with their arms outstretched. The wave is breaking over their head, creating a large splash of white water. The background shows the ocean and a clear sky.

# NEW NORMAL SURFING THE WAVE

A color photograph of a crowded beach. In the foreground, several people are sitting on folding chairs or on the sand, looking towards the ocean. The beach is wide and sandy, with many people scattered across it. The ocean is visible in the background, with waves breaking. The sky is clear and blue.

# OLD NORMAL ON THE BEACH



WWTFF?

**WHAT THE FUTURE?**

# THE

**ARE WE ABLE TO PREDICT**

# FUTURE

# 1964

**ARTHUR C. CLARKE**





Rik Vera

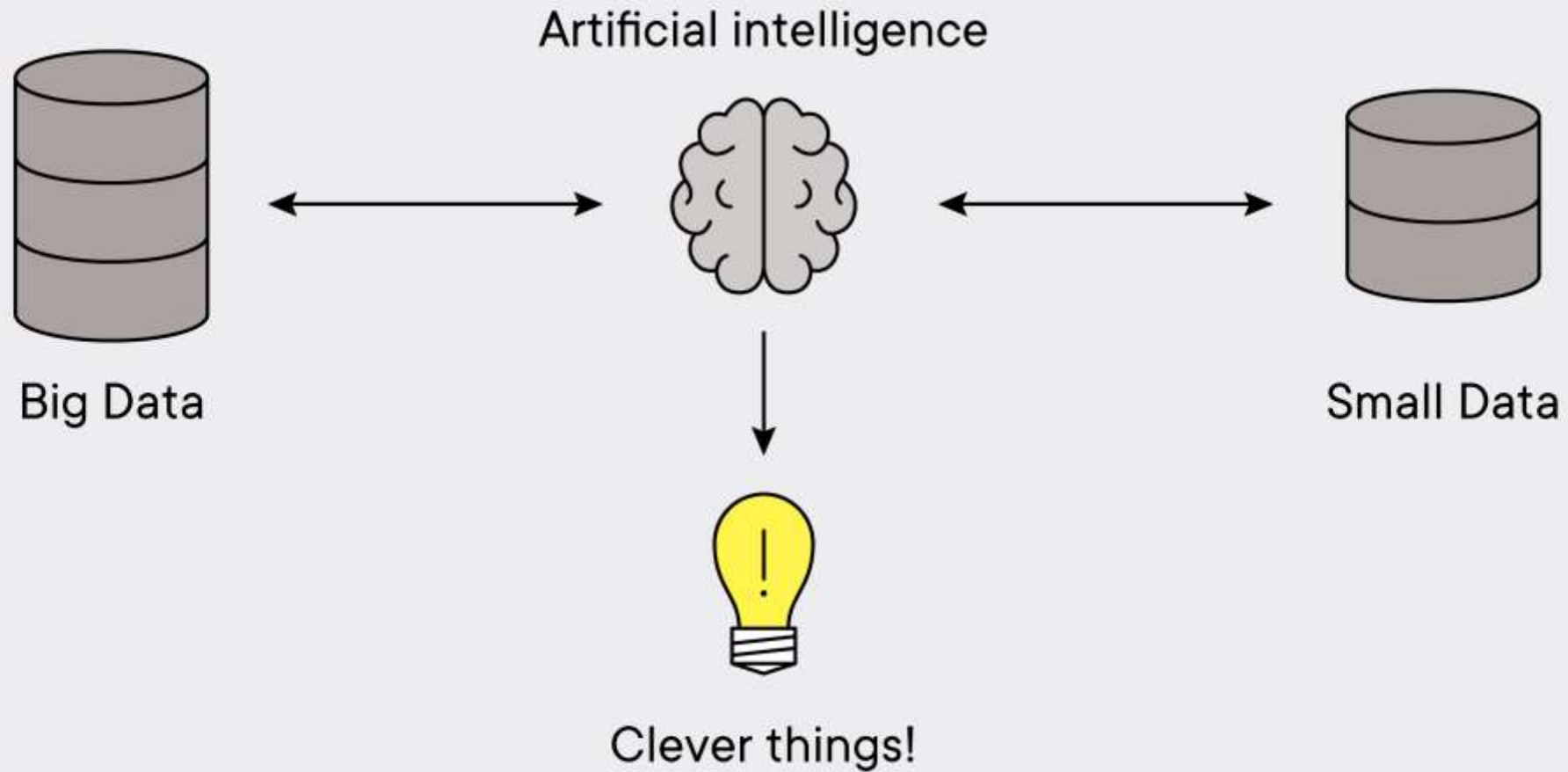






**THE NEXT BIG ONE**





# BIG DATA - AI - ROBOTIZATION



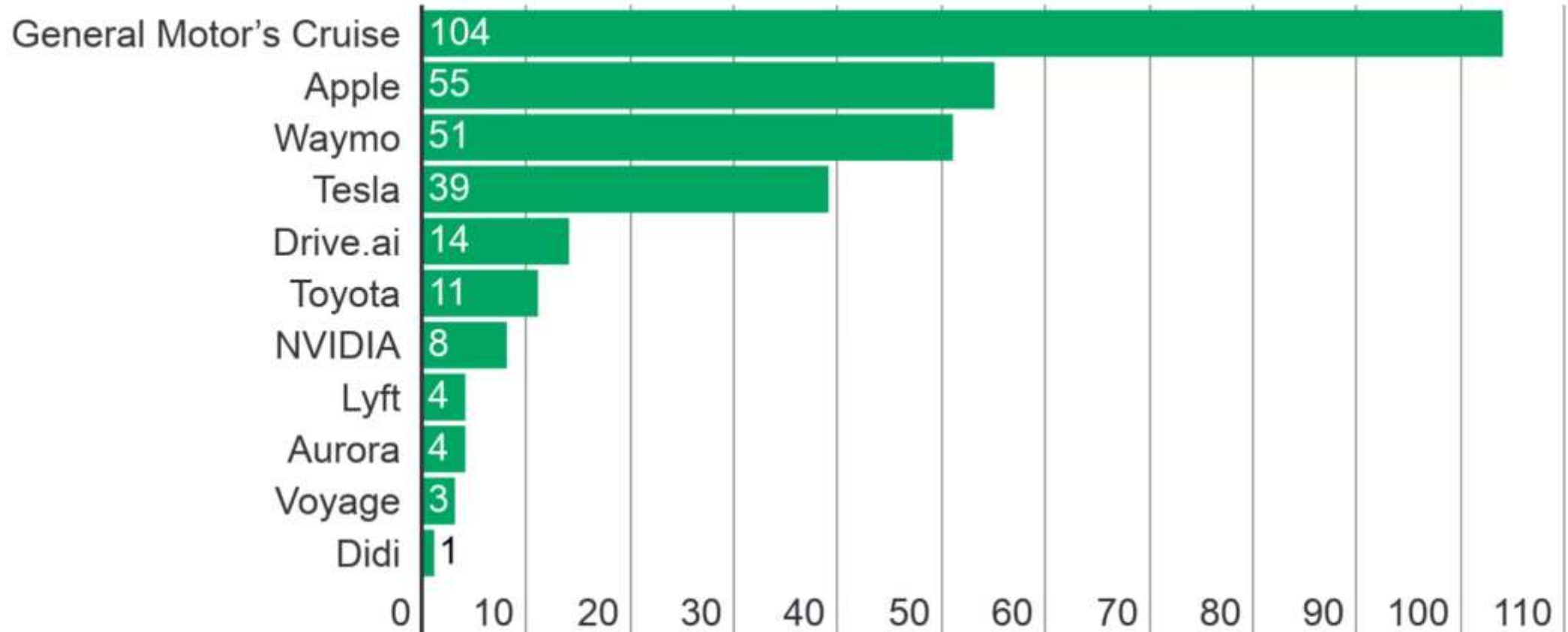
**TAKE MOBILITY**



**GOOGLE 2014**



# Registered Autonomous Cars



**300 AUTONOMOUS CARS IN CALIFORNIA**

# GM just introduced a self-driving car without a steering wheel

*Rik Vera*  
KEYNOTE SPEAKER

by [Matt McFarland](#) @mattmcfarland

🕒 January 12, 2018: 5:54 AM ET



For 110 years, General Motors has been making cars with steering wheels and pedals. But that just changed.



**Wat is uw auto waard?**

Ontdek de waarde in 2 klikken -  
Gratis en vrijblijvend!







*Rick Vera*  
BYNOTE SPEAKER

**IN 15 YEARS FROM NOW**

**my grandchildren  
are never going to  
need a  
DRIVER LICENCE**

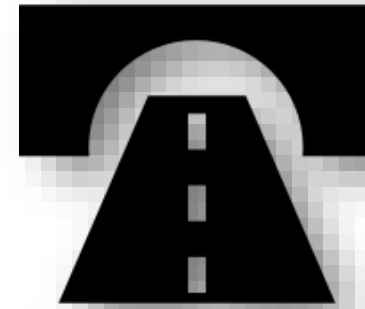
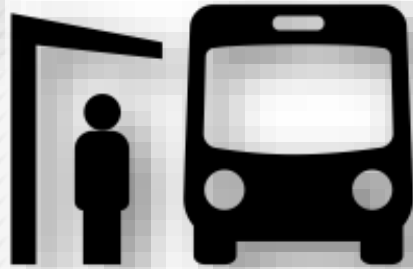
**my grandchildren  
are never going to  
drive an  
ICE CAR**



**my grandchildren  
are never going to  
BUY A CAR**

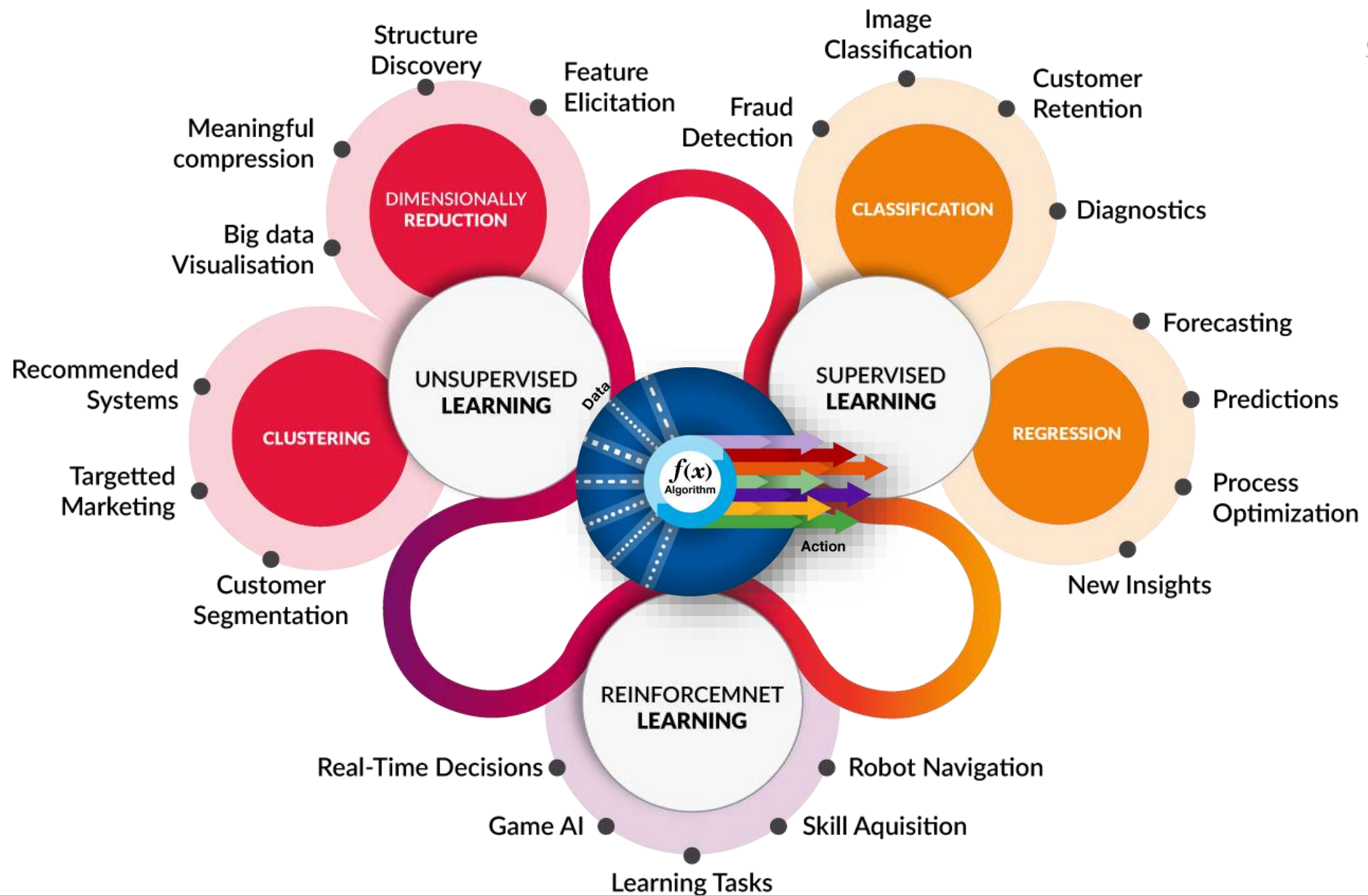


**ACES**



# A DOMINO EFFECT





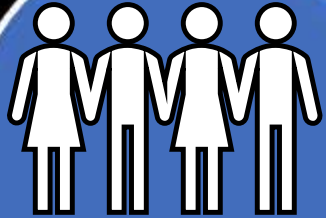
**AI WILL BE EVERYWHERE**



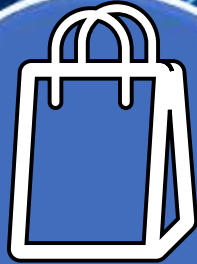
**ALL COMPLEX PROCESSES**



# ALGORITHMS ALREADY INFLUENCE



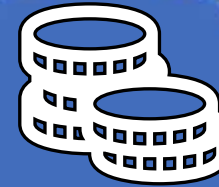
WHO WE TALK  
AND LISTEN TO



WHAT WE  
BUY



WHERE WE  
GO



WHAT WE  
PAY



WHO WE VOTE  
FOR



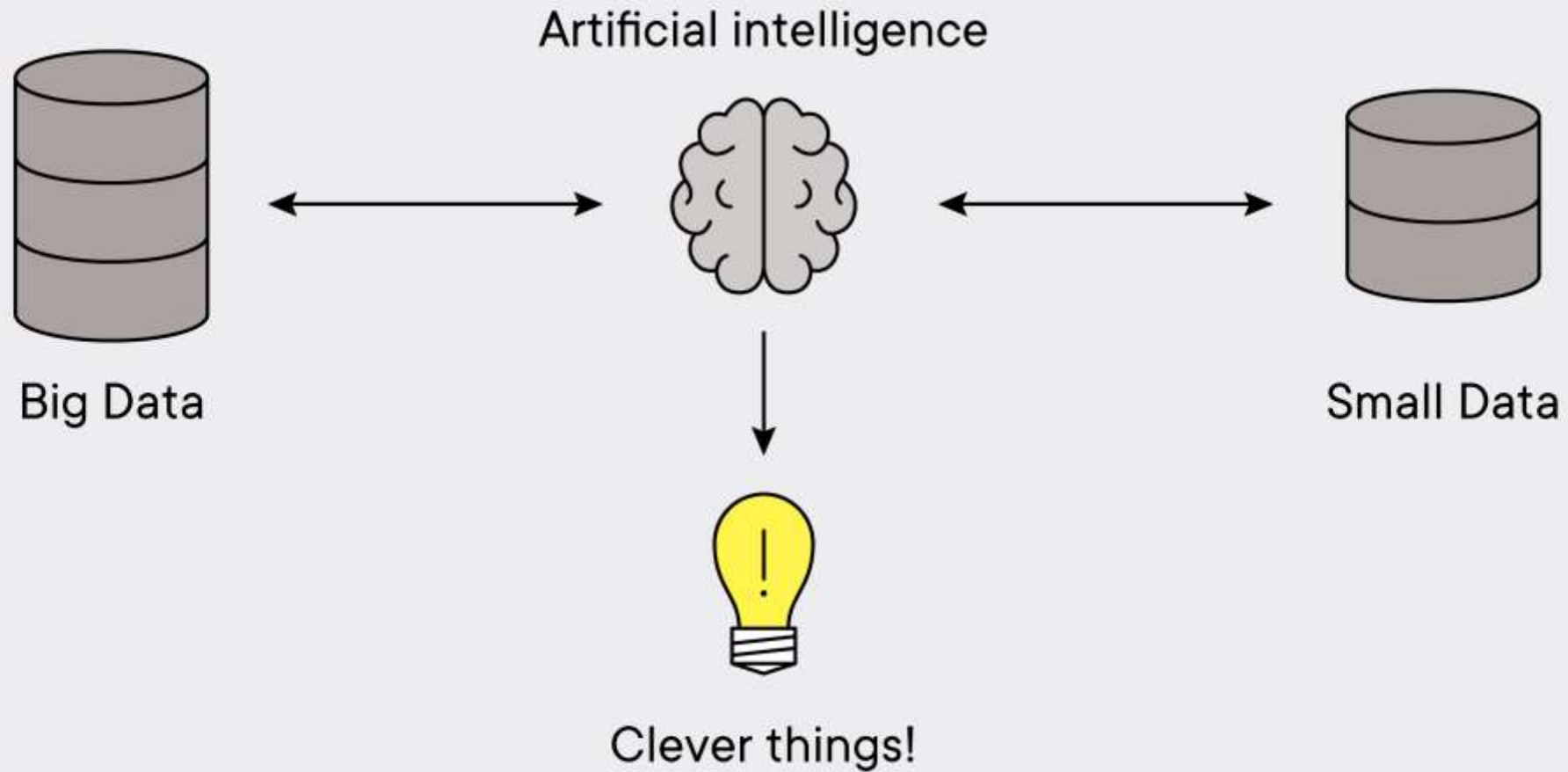
amazon



Booking.com

Cambridge  
Analytica





**IN CUSTOMER INTERACTION TOO**

```
int entry;  
for (entry = 0; entry < 256; entry++)
```

**“Companies will be valued not just on their big data, but on the algorithms that turn that data into actions and impact customers.”**



*The Arrival of Algorithmic Business, 2015*

[gartner.com/SmarterWithGartner](http://gartner.com/SmarterWithGartner)

**Gartner.**

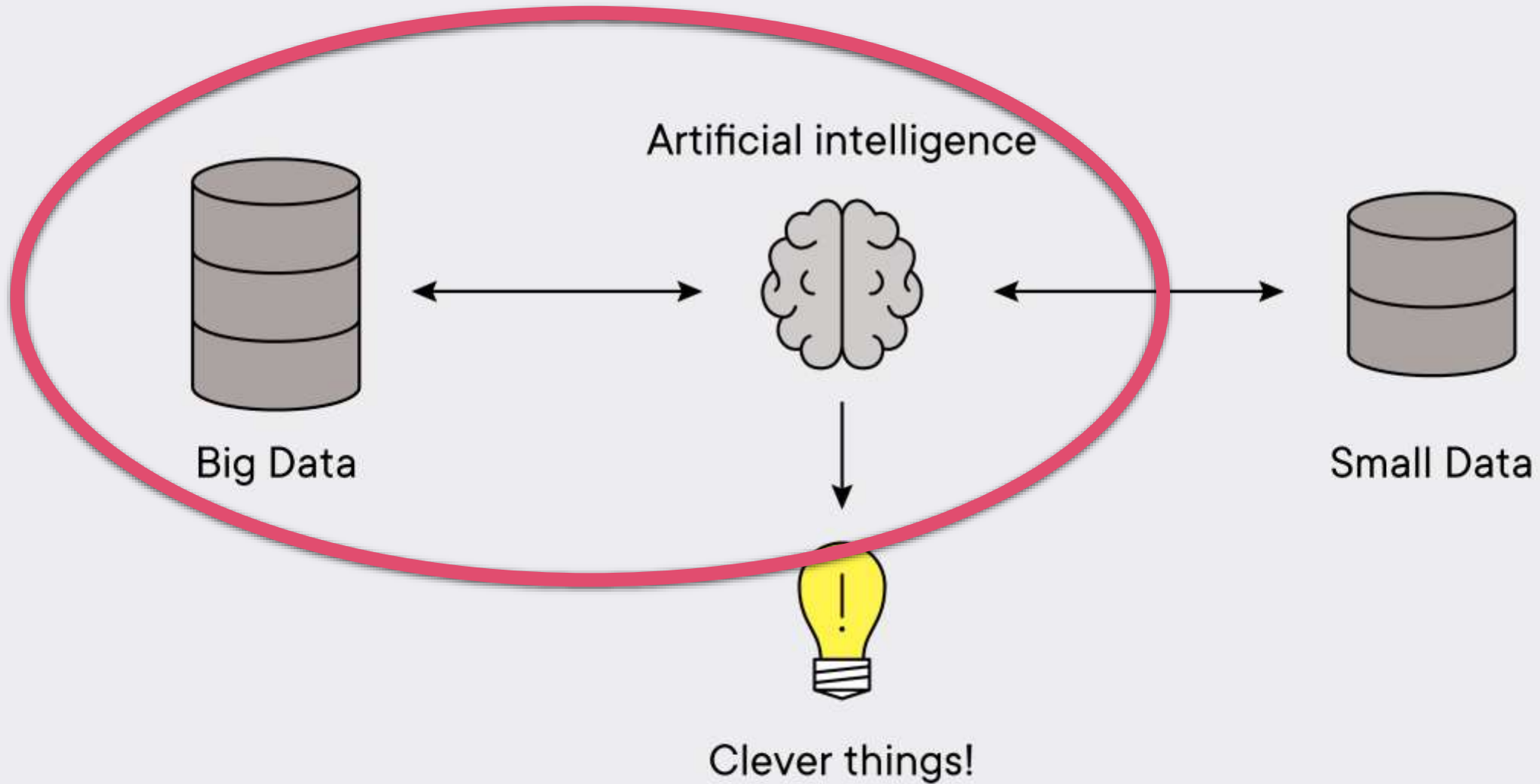


**ALGORITHMS ARE THE INTERFACE**

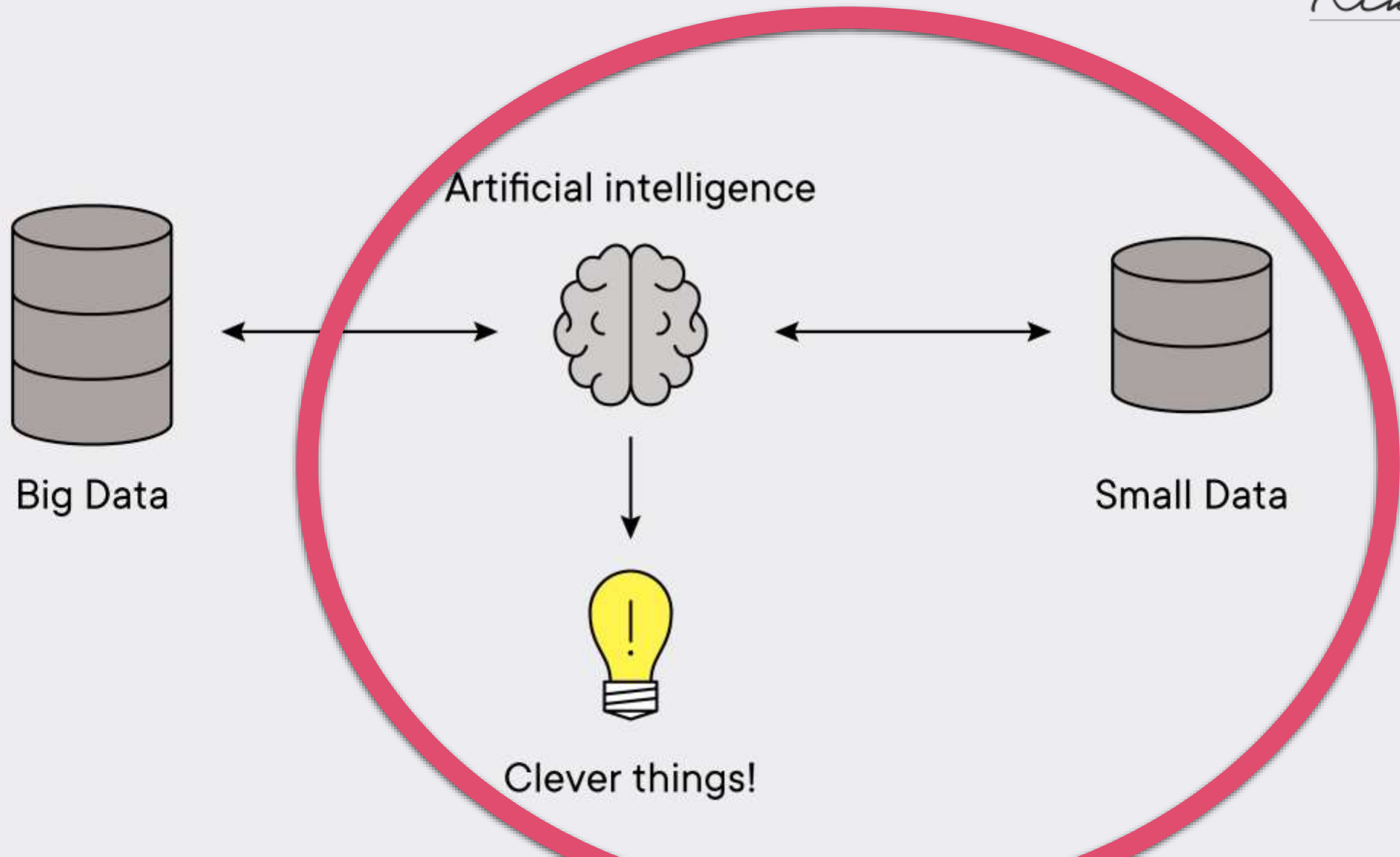
C2M **OR** E i

**NO LONGER A CHOICE**





**WE NEED MANY CUSTOMERS**

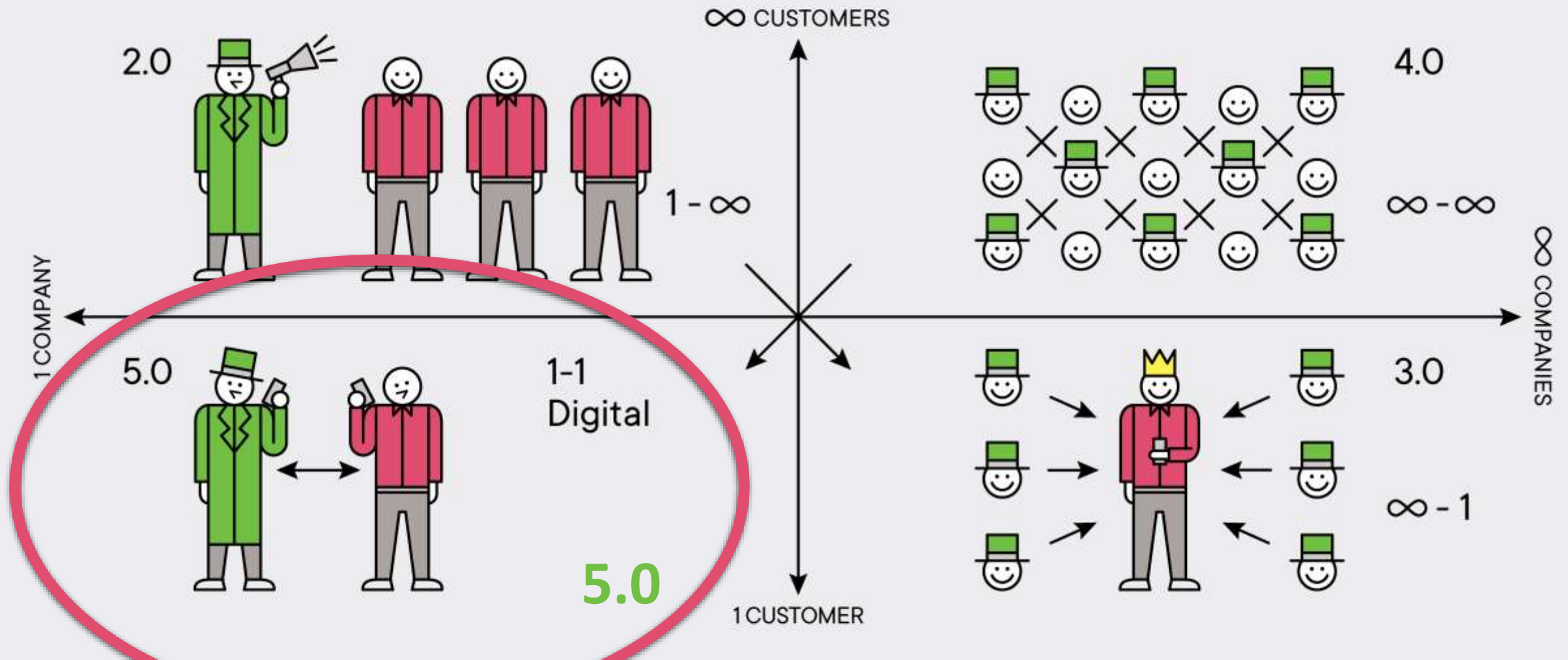


**TO ENGAGE INDIVIDUALS**

c2MxEi

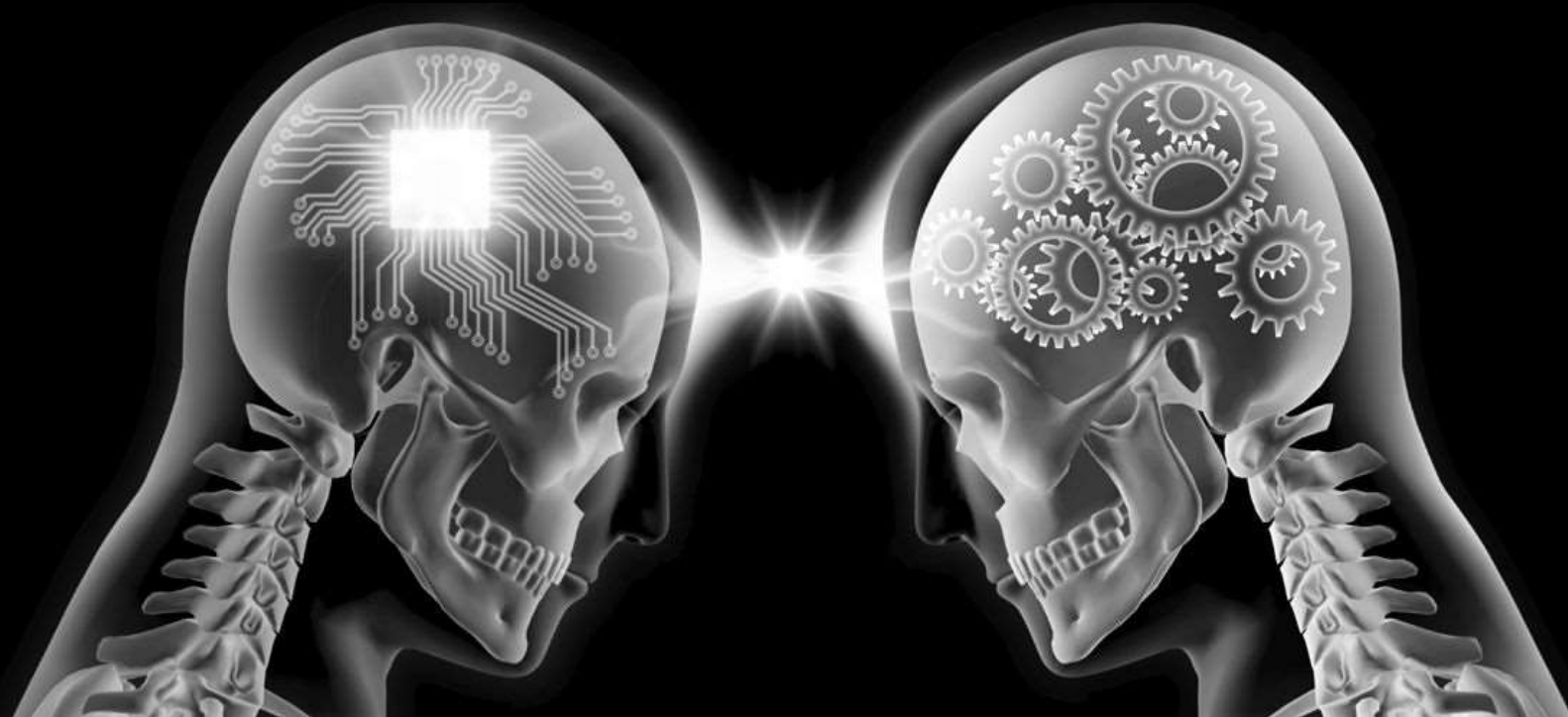
**THE MORE – THE BETTER**





**5.0 = GOOD OLD 1-1 (DIGITAL)**

**NO LONGER  
B2B  
B2C  
H2H**



**BUSINESS IS HUMAN TO HUMAN**



NO PRODUCTS, SERVICE OR SOLUTION

IT IS ABOUT **CEX**

**LESSON LEARNED: CEX SELLS**



"Customer experience is the next competitive battleground. It's where business is going to be won or lost."

Tom Knighton

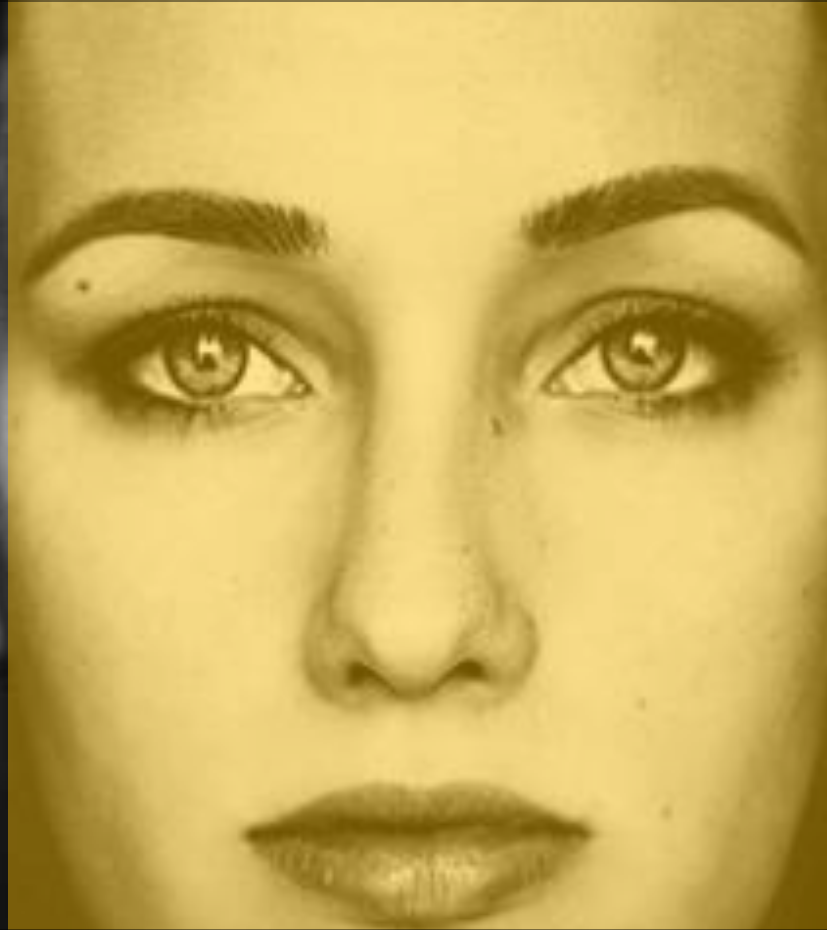
# CEXPERIENCE

Rick Vera  
KEYNOTE SPEAKER



**BAD CEX**

**< CEX**



**JUST CEX**

**= CEX**



**GOOD CEX**

**> CEX**





**KNOW YOUR CUSTOMER BETTER THAN  
YOU KNOW YOURSELF**



# ARROGANT? ME?



# YOU DON'T EVEN RECOGNIZE ME

*Rick Vera*  
KEYNOTE SPEAKER



I HAVE ALREADY GIVEN  
THAT INFORMATION





I HAVE ALREADY GIVEN YOU  
A SECOND CHANCE

YOU TREAT ME LIKE A NUMBER



JUST F\*CK OFF







**KNOW ME**



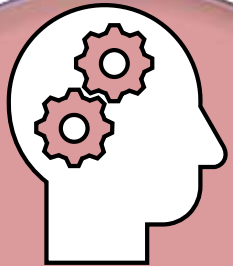
**HAVE 1 CONVERSATION**



**MAKE IT MATTER**



# ARE YOU RIPE FOR disruption



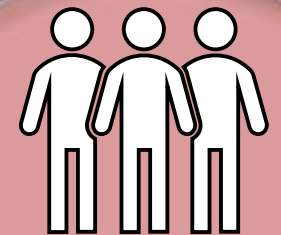
**COMPLEX  
EXPERIENCES**



**BROKEN  
TRUST**



**LACK OF  
TRANSPARENCY**



**REDUNDANT  
MIDDLE MEN**

*Rik Vera*  
KEYNOTE SPEAKER



**IS EVERYTHING GOING TO DIGITIZE?**



**PEOPLE WILL HELP ROBOTS**



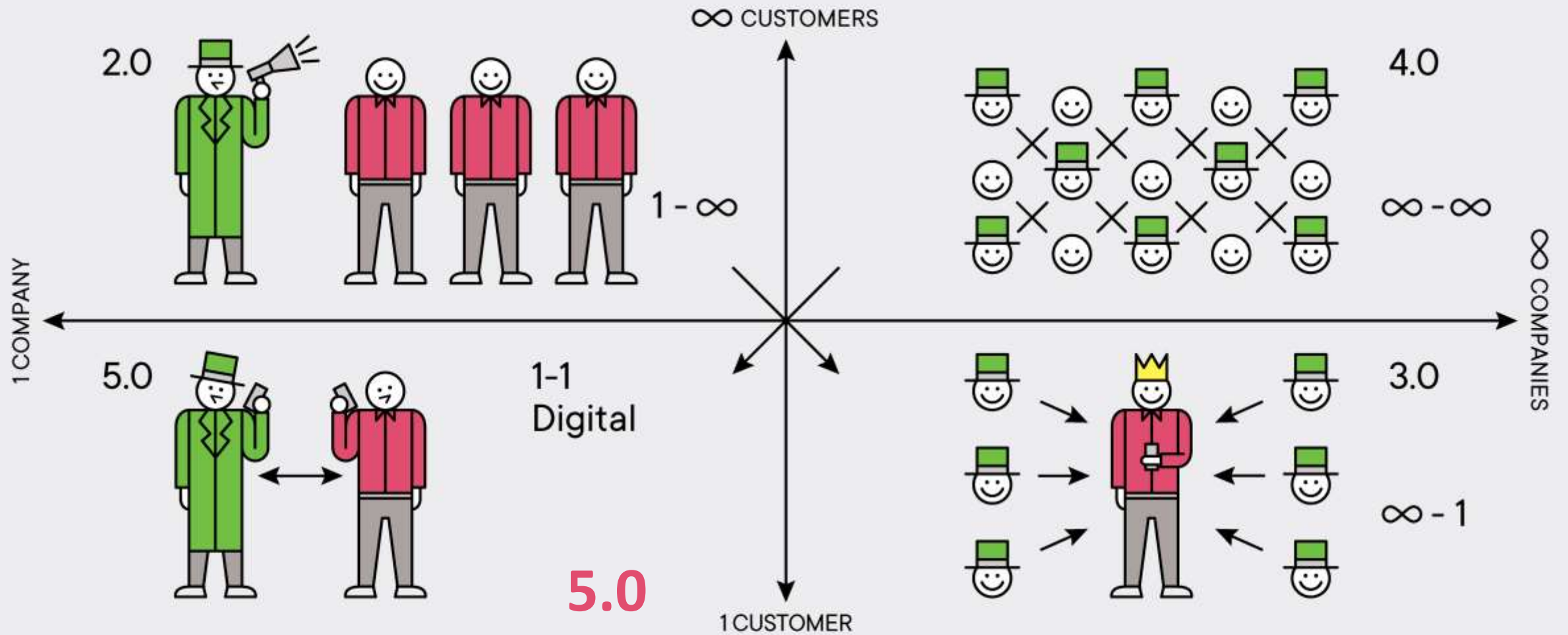


**PEOPLE CAN CREATE JOY**

# VALUE-DRIVEN BEHAVIOUR

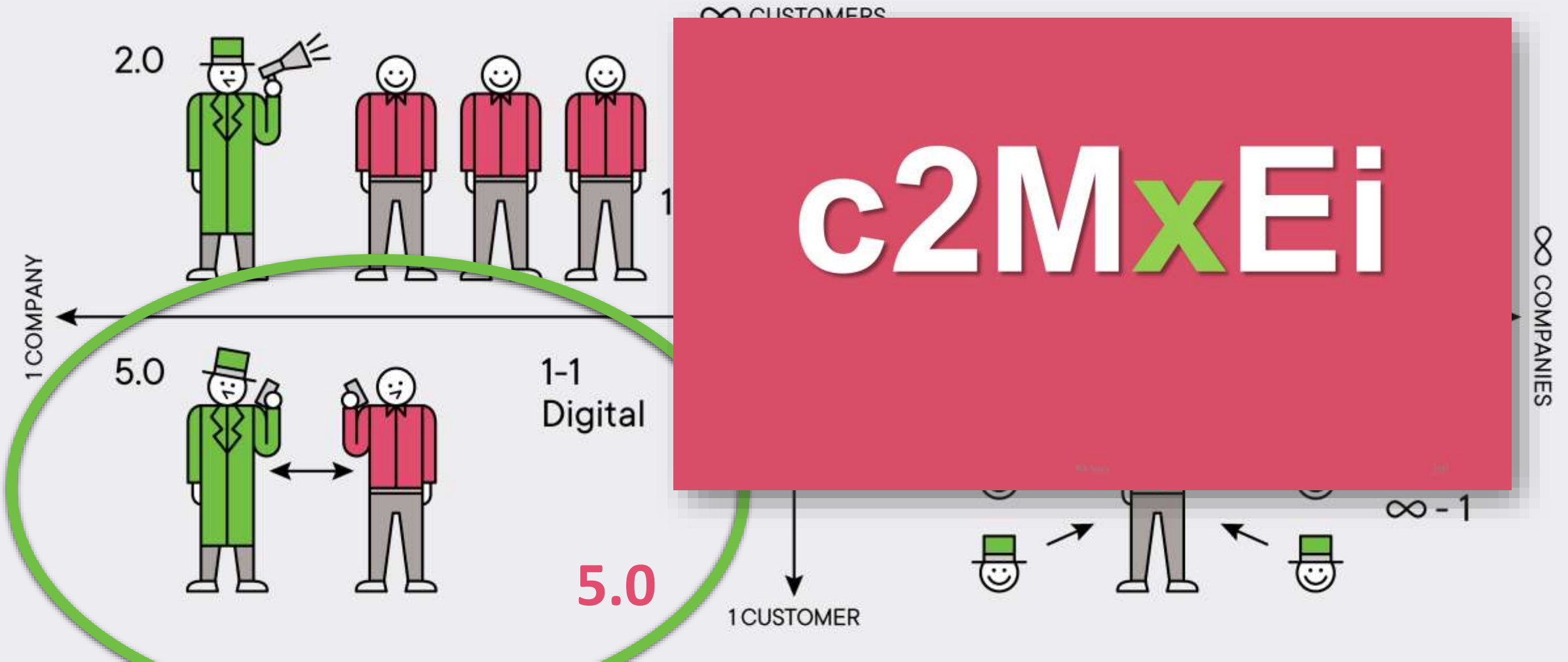


**EMPOWER PEOPLE TO BRING EMOTION**

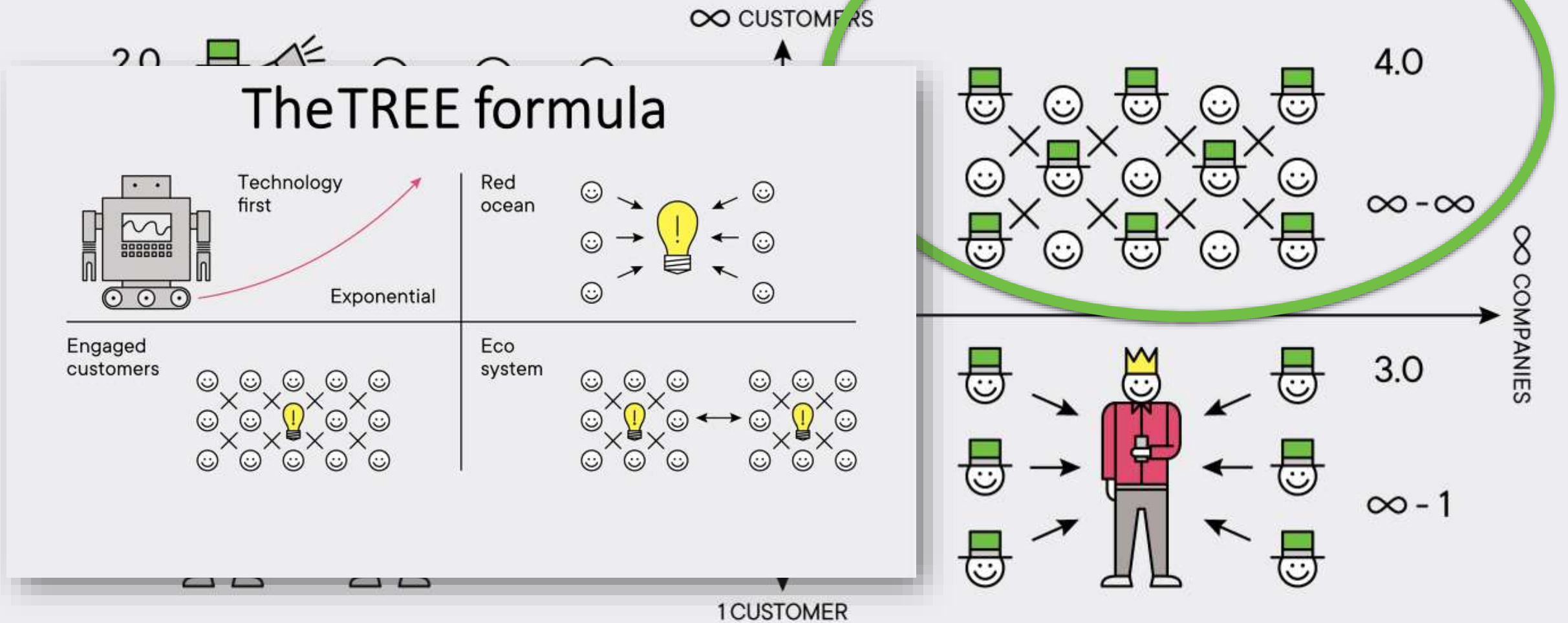


# THE 5.0 LAYERS





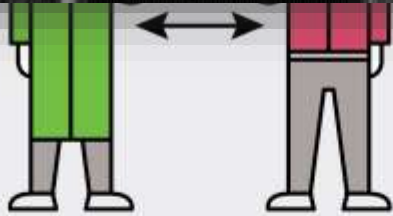
# 5.0 THE NEW ONE ON ONE



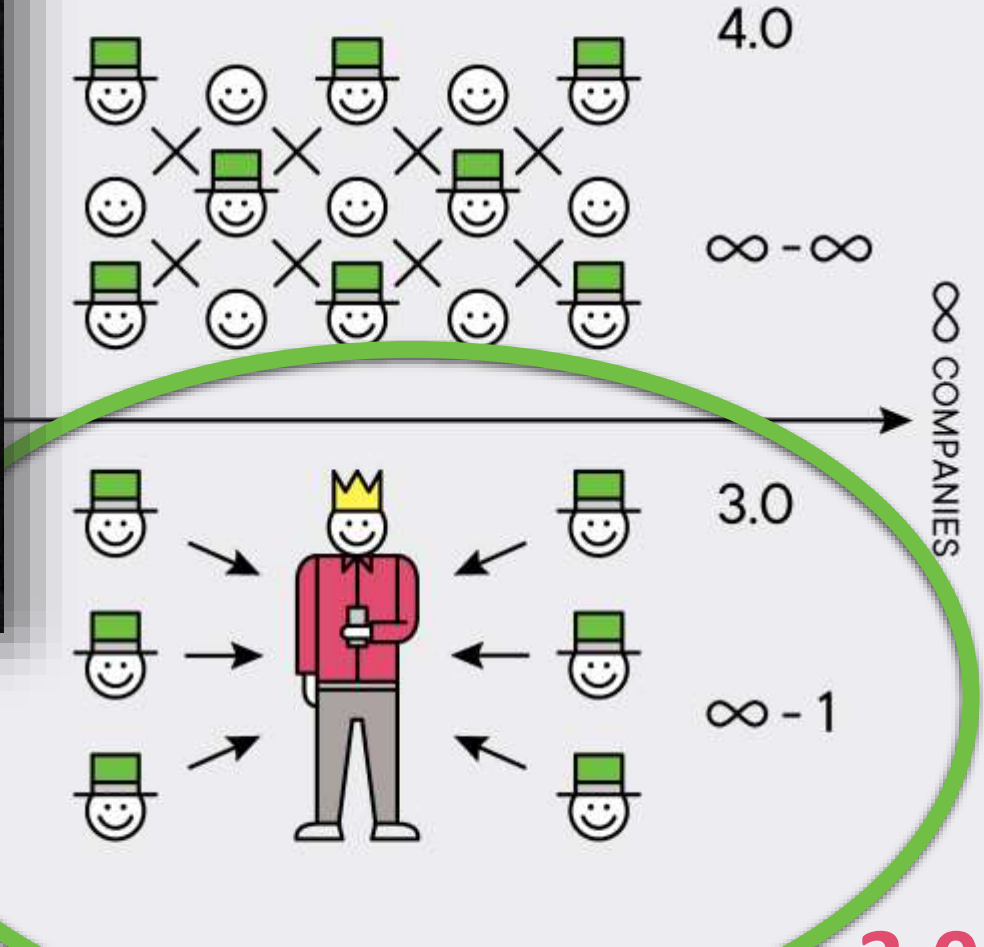
**4.0 LEVERAGE THE NETWORK**



1 COMPANY



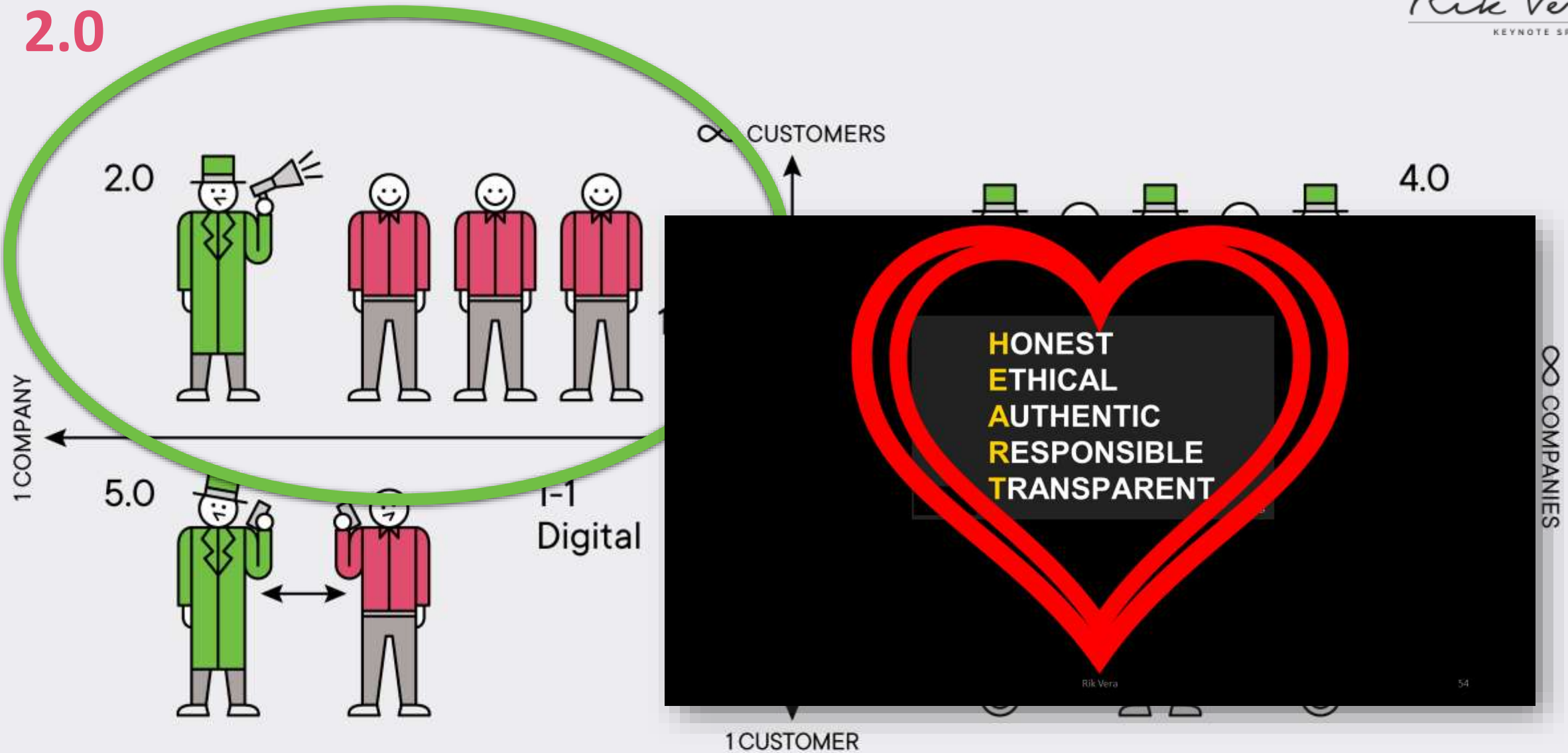
1 CUSTOMER



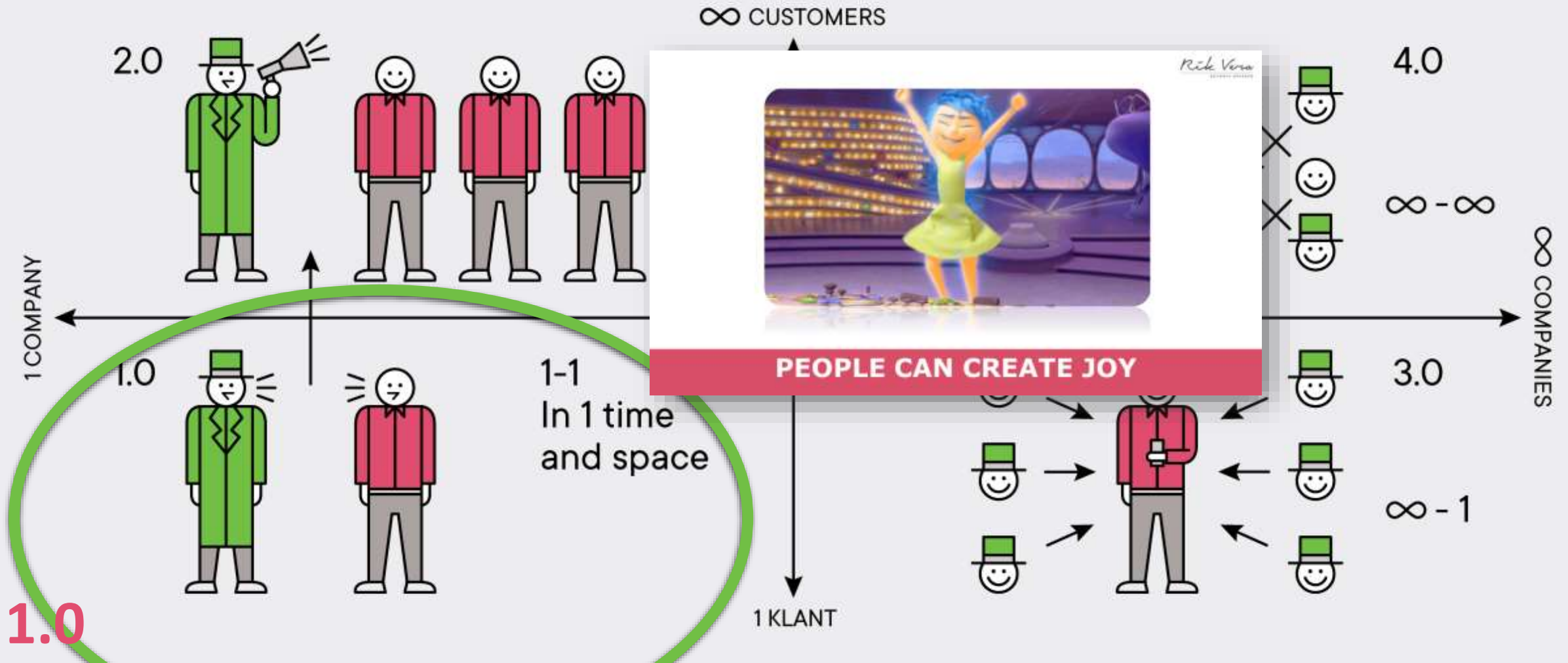
**3.0 CUSTOMER IS THE CENTRE**



2.0

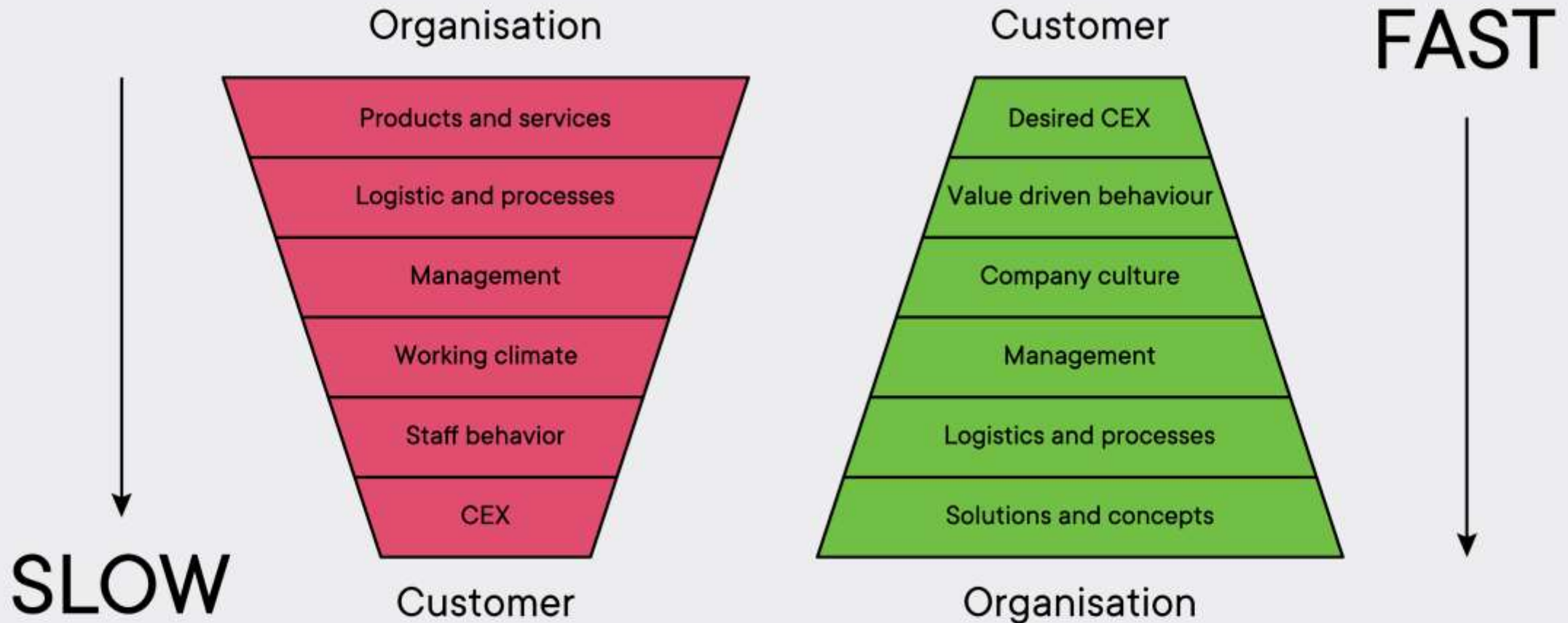


# 2.0 BROADCAST YOUR HEART



1.0

# 1.0 PEOPLE BRING EMOTIONS



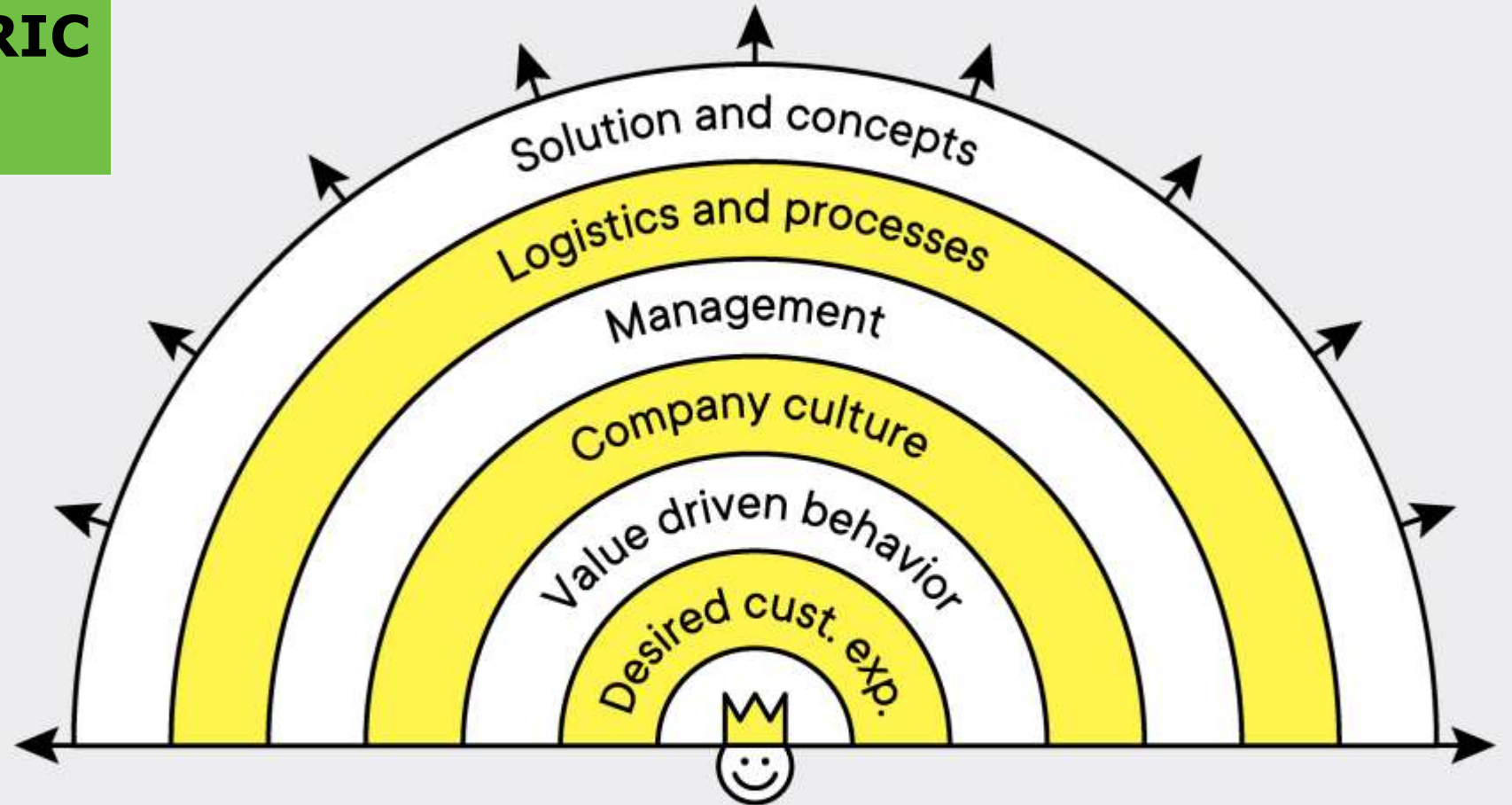
**ACT OUTSIDE-IN**



**SLOW ARCHITECTURE  
MAKES YOU FAST**

**FAST ARCHITECTURE  
MAKES YOU SLOW**

**EXTREME  
CUSTOMER-CENTRIC  
MODEL**



**START WITH THE CUSTOMER**

A high-angle photograph of a surfer in a yellow jacket and black wetsuit riding a large, curling blue wave. The surfer is positioned on the left side of the wave, leaning forward with arms outstretched. The wave is massive and curling over, creating a tunnel-like structure. The water is a deep blue, and the white foam of the wave is prominent. The sky is a pale, overcast blue.

# EXCITING TIMES





**KEVIN KELLY**

**OPEN MARKET  
NO SPECIALISTS YET  
LOW HANGING FRUIT  
LIMITED ENTRY COSTS**

**Kevin Kelly**

**'SOMETIMES PEOPLE REMEMBER  
WHAT YOU SAY.**

**SOMETIMES PEOPLE REMEMBER  
WHAT YOU DO.**

**BUT THEY ALWAYS REMEMBER  
HOW YOU MAKE THEM FEEL'.**

*Maya Angelou  
Author, Poet & Playwright*





RIK VERA

# MANAGERS THE DAY AFTER TOMORROW



*Connect to  
many, engage  
individuals*

*Thank you  
Rik Vera*

KEYNOTE SPEAKER

LANNOO | VAN DUUREN  
CAMPUS | MANAGEMENT

*Rik Vera*  
KEYNOTE SPEAKER

[rik@nexxworks.com](mailto:rik@nexxworks.com)  
[www.rikvera.com](http://www.rikvera.com)

## HI I'M RIK VERA

Rik is a renowned thought-leader, worldwide keynote speaker, acclaimed author and trusted advisor on the topics of extreme customer-centricity, disruption, business model change, sales, marketing and making companies ready for the Day After Tomorrow.

[MY KEYNOTES](#)

[GET IN TOUCH](#)

**WANT TO BOOK ME?**



**Ready for the *next step?***

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