

Eric Holtzclaw

Columnist, Lean Forward on Inc.com at

Greater Atlanta Area, GA, US

CEO of Laddering Works, LLC | Columnist, Lean Forward on Inc.com | Co-Host The "Better You" Project Radio Show

Biography

Eric has the opportunity to conduct in-depth interviews and understand thousands of consumers annually. He uses this deep knowledge of consumer behavior, combines it with proprietary laddering techniques and a custom technology solution to advise the world's leading brands on prioritizing strategic investments in technology, marketing and product design. He is the Founder/CEO of Laddering Works, a marketing strategy firm, and is acting Vice President and General Manager of Preference Management Consulting for PossibleNOW, the industry leader in multi-channel consumer preference management. He has spent 20+ years creating opportunity by identifying and capitalizing on emerging trends and disruptions to business. His professional experience includes: founding multiple successful start-up companies, including one of the first profitable Internet enterprises, and serving as the strategic lead in the implementation of dozens of products and services worldwide. A sought after speaker on consumer behavior and entrepreneurship, he is co-host of the weekly radio show The "Better You" Project which highlights the stories of individuals that start companies. The show runs on The Better You Network that provides support to owners through the different stages of company growth. His weekly column, Lean Forward, about the future of business and technology appears on Inc.com. Eric's book, Laddering: Unlocking the Potential of Consumer Behavior, is scheduled for release in July, 2013.

Availability

Keynote, Panelist, Workshop, Author Appearance

Industry Expertise

Business Services, Advertising/Marketing, Social Media, Internet, Market Research, Writing and Editing

Areas of Expertise

Entrepreneurship, Project Planning, Social Media, Marketing, Laddering, Strategic Planning

Affiliations

Vistage International Entrepreneurial Advisor Forum, Toastmasters

Sample Talks

Demographics are Dead

Traditionally, companies have developed and marketed products and services based on market segmentation and demographics, assuming that the features, functionalities and messaging will meet the needs of all of the users in that demographic ? a "one size fits all" mentality. In today?s many-to-many world, users increasingly group themselves largely based on values, interests and aspirations ? not by sex, race, age or even location. Eric talks about the new world order through case study examples.

Understand Social Media By Uncovering the True Motivation

Just as we all spend time at our local coffee shop for more than just a good cup of joe, the trick to engaging with your customers is not knowing what they do, but discovering why people are interacting and how you should respond. There is no online tool or shortcut to understanding customers as individuals. Businesses must dive into the lives of their customers and look at not only what is being shared - but who is sharing, and why. Eric introduces you to the Social Media family.

Laddering

Based on Eric's book - laddering is Eric's trademark speaking and workshop topic developed as a culmination of his experience building companies and providing strategic advise to the world's top brands. During this work, he identified a key difference between those companies that work well and those that suffer from dysfunction and missed opportunity. Eric's laddering approach fundamentally changes the way your team works and your company approaches it's market.

Event Appearances

7 Keys to Giving a Killer Presentation

Product Camp

Entrepreneurial Journey of User Insight

Sandy Springs Business Radio

5 Dirty Little Secrets of Demographics

WebVisions Conference

Social TV Panelist

Digital Hollywood

5 Dirty Little Secrets of Demographics (Keynote)

ShopVisible Client Connect

Power of Personas for Product Success

Product Management Talk

Mobile Payment Consumer Panelist

Mobile Payment Conference

Persona Application to Mobile Devices

Product Development and Management Association

Personas Done Properly

Kimberly Clark Expo

Social Media TV Personas

SoCon 2012

Social Media TV Personas

Women in Cable Conference

Social Media TV Personas

World Usability Day

Social TV Persona Keynote

Social TV Event

Personas Done Properly

Product Camp

SoMeTV Project

Atlanta UX Showcase - CHI Event

Understanding Small Business Buyers

IngeniousMed Sales Offsite

Social TV Users

EmMeCon

Education

North Georgia College and State University

BS Computer Science

Accomplishments

Toastmaster of the Year

Named Toastmaster of the Year for 2011/2012

Competent Communicator

Completed Toastmaster's Competent Communicator track of training.

Atlanta's Top 40 Under 40

Recognized as one of the Top 40 Under 40 business leaders in Atlanta.

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