

Eric Weaver

CEO at Transparent Path spc

Seattle, WA, US

Bringing IoT, blockchain and AI together to reduce risk, loss and waste in the food supply.

Biography

Eric Weaver is a digital transformation veteran who has spent 30 years counseling large enterprises and governmental agencies on disruption and transformation. Weaver leveraged his first career in enterprise software development to become one of the very first digital marketers in 1990, after which he has served as CEO, chief strategist, creative director, and client lead for major management consultancies and ad agencies. He has counseled the leadership teams at over 80 blue-chip brands on everything from brand building to digital operations to blockchain use cases - and has built and led creative, production and strategy teams in London, New York, Los Angeles, Washington DC, Seattle, Detroit and Cincinnati. Most recently the VP of the Xerox Customer Experience Practice, Weaver oversaw the company's \$550M marketing services team and led efforts around digital ledger technologies. He left Xerox in 2018 to launch Transparent Path - an early warning system for the food supply chain that combines IoT-based sensors, blockchain data sharing, and predictive analytics. Weaver also sits on the advisory boards for startups and academic organizations focused on food innovation, ethical minerals/mining, and blockchain technologies. Weaver has been twice recognized as one of the "Top 50 Marketing Thought Leaders Over 50" by Brand Republic, and has been quoted in AdAge, BusinessWeek, Forbes, Fortune, Hoover's, Huffington Post, Inc. Magazine, InformationWeek, MediaWeek, the Seattle Times and the Washington Post. He speaks globally on food safety, blockchain, digital transformation, digital supply chain, and marketing ethics. Weaver gives back to the marketing profession as a guest lecturer for a number of schools that include the University of California at Berkeley, Dublin City University, Pepperdine and the University of British Columbia.

Availability

Keynote, Moderator, Workshop, Host/MC, Corporate Training

Industry Expertise

Food Production, Food Distribution, Computer Software, Non-Paper Containers / Packaging, Social Media, Advertising/Marketing, Management Consulting, Agriculture and Farming, Computer Hardware, Food and Beverages, Food Processing

Areas of Expertise

Performance Based Marketing, Digital Marketing Strategies, Social Media Analytics, Social Media, Consumer Behavior, Social Business, Big Data Analytics

Affiliations

Marketing Hall of Fame Academy, American Advertising Federation, Chief Digital Officer Club, I-COM Global Forum for Marketing Data & Measurement, World Brand Congress

Sample Talks

What Are You Feeding Me? Blockchain, BS & the Future of Food

Parasites in your salad. Salmonella in your child's shampoo. Sugar water in your grandmother's insulin shot. Incidents of counterfeit products, contamination, and outright fraud are mushrooming in the food, beauty and pharma sectors ? and consumer trust has plummeted to historic lows. But what if your products could talk? Tell you where they came from, and where they've been? If they were real - or if they'd spoiled? Former Xerox blockchain lead Eric Weaver discusses the growing risks around these very personal products and how distributed ledger tech is allowing brands to demonstrate proof of origin, chain of custody, and marketing claims. Attendees will walk away with a deeper understanding of how integrating IoT and blockchain technologies with on-the-ground certification is transforming the packaged goods sector. AUDIENCE: Organic food CEOs; supply chain, sourcing and logistics executives; food industry CIOs. PRESENTATION LENGTH: :30 or :60 PREVIOUSLY SEEN AT: Blockchain World Summit (London, UK); Global Blockchain Summit (Denver CO); 2019 Emerging Technologies Conference (Minneapolis MN)

Event Appearances

The Future of Food, 2020 Edition

FASTCON: Food, Agriculture, Supply chain and Technology

PANEL: Slavery in Fishing & What We Can Do to Help
Bait & Switch

Blockchain for Supply Chain: It's Complicated

2019 Global Blockchain Summit

Supply Chain's Planetary Impact

Seattle DevCon

The Future of Food, 2019 Edition

2019 Emerging Technology Conference

The Future of Food, 2019 Edition

Latest Innovations in Food & Agriculture Tech

KEYNOTE: Be Seen, Be Found, Be Engaging

Canadian Association of Gift Planners

What Are You Feeding Me? Blockchain, BS & the Future of Food
Outside the Block Conference

PANEL: The Role of Blockchain Technology in Driving Impact
Responsible Minerals Initiative 2018

KEYNOTE: What Are You Feeding Me? Blockchain, BS & the Future of Food (Part Deux)
Global Blockchain Summit

What Are You Feeding Me? Blockchain, BS & the Future of Food
CryptoConvention Calgary

What Are You Feeding Me? Blockchain, BS & the Future of Food
University of Washington Blockchain Expo

What Are You Feeding Me? Blockchain, BS & the Future of Food
2018 Emerging Technology Conference

What Are You Feeding Me? Blockchain, BS & the Future of Food
American Ad Federation Western Regional Conference

What Are You Feeding Me? Blockchain, BS & the Future of Food
Blockchain Technology Summit

What Are You Feeding Me? Blockchain, BS & the Future of Food
Blockchain World Summit

What Are You Feeding Me? Blockchain, BS & the Future of Food (Part 1)
Global Blockchain Summit

Products, Packaging & Proof
CMO Insight Summit

KEYNOTE: Products, Packaging & Proof
Brand Innovators Marketing Innovation

Products, Packaging & Proof: Building Trust into Customer Experienc
Brand Innovators Marketing Innovation Summit @ SXSW

Personalization & the Customer Journey
Brand Innovators Content & Data Deep Dive

PANEL: Products, Packaging & Proof
Trust in Food Symposium

KEYNOTE: Surviving the Content Marketing Hype Cycle
Brand Innovators: Content Marketing

Personalization & the Customer Journey
CMO Council Elite Retreat

The Smoke from the Mirrors: Assessing Digital Marketing Competence
National Assn of Education Procurement annual meeting

ROX: Creating a Return on Experience
IPG CMO Marketing Summit

KEYNOTE: Everybody talks about Disruption like it's a Good Thing
GetSocial 2017

LECTURE: Crisis Communications in the Age of Digital Tribalism
Dublin City University - Masters in Digital Marketing Programme

The Five Horsemen of Digital Disruption
140 Characters Conference

LECTURE: Online Behavior and the State of the Marketing Profession
University of California at Berkeley, BBA Program

KEYNOTE: Leap of Faith: Surviving & Thriving the Coming Brand Apocalypse
Elevate 2016

KEYNOTE & CONFERENCE CHAIR: The Five Horsemen of Digital Disruption
eBev Global Summit

KEYNOTE: Facebook'un Ötesinde: Bizim Peer-to-Peer Geleceğimiz
Ankara Marka Festivali

Six Secrets to Overcoming Digital Marketing Hurdles
Performance Marketing Insights London

The Great Social Media Crisis of Faith
Performance Marketing Insights Europe

The Language of Content
Discovery III

KEYNOTE: The Great 2014 Social Media Crisis of Faith
Chief Digital Officer Forum 2014

PANEL: #Social2015: Trends, predictions and priorities for the year ahead
ad:tech London

KEYNOTE: The Great 2014 Social Media Crisis of Faith
GetSocial 2014

KEYNOTE: The Great 2014 Social Media Crisis of Faith
eBev 2014

KEYNOTE: Is the Free Social Media Marketing Party Over?
Internet Advertising Bureau (IAB) Social Performance Townhall

KEYNOTE: Who Are You - Really?
Interpublic Group Asian Heritage Summit

KEYNOTE: Every Business is a Social Business
Engage Digital Summit 2013

MODERATOR, Discussion on Social Fitness & the Quantified Self
2013 State of Now Conference

MODERATOR, Discussion on Social Media in Advertising
American Advertising Federation National Conference

KEYNOTE: Commerce is Social: Connecting and Converting Online Prospects
2013 Extraordinary E-Commerce Conference

MODERATOR, ?Windows Mobile 8: a Game Changer??
Get Mobile 2012

CLOSING KEYNOTE: Social Business ? The Opportunity
Get Social 2012

Moderator: The State of Social Media in Ireland
Get Social 2012

KEYNOTE: the Case for Social Business
Social CEO Summit

KEYNOTE: Social Business ? The Opportunity for India
Engage Digital Summit 2012

KEYNOTE: Social Business: the Opportunity for India
The 2011 Social India Conference

KEYNOTE: "Social Media is Dead! Long Live Social Media!"
Enterprise 2.0 Summit

KEYNOTE: "Be Seen, Be Found (Canadian Edition)"
mruSHIFT Conference

The Customer Engagement Journey
140 Characters Conference

Education

Xavier University
Communication Arts/Broadcast Media Bachelor of Arts

Accomplishments

Top 50 Marketing Thought Leaders over 50
Again chosen to be included in this impressive group of career marketers.

Top 50 Marketing Thought Leaders over 50
Each of the Marketing Thought Leaders highlighted have a wealth of experience and knowledge to share; and have gained the respect of their peers through their words, actions and achievements, in print, online and in person.

Brand Leadership Award, World Brand Congress
Awarded a Branding Leadership Award from the World Brand Congress for lifetime work in branding

Multiple Gold Beacon Awards, Business Marketing Association
Awarded "Best Brand Identity," "Best Integrated Campaign" and "Best Print Collateral" for work for client SumTotal

American Corporate Video Award, "Best Original Score"
Role: Composer. Client: Technomic Publishing. Awarded an American Corporate Video award for "Best Original Musical Score" for "Total Quality Management for Schools."

Webby Award, "Best Healthcare Site"
Webby Award for "Best Healthcare Site" for MayoClinic.com

Best Brand Website, American Advertising & Marketing Association
Automotive Advertising & Marketing Association, ?Best Brand Website ? Bronze? for lincoln.com

"Best of Healthcare Industry" Award, Web Marketing Association
Web Marketing Association ?Best of Health Care Industry? award, for mayoclinic.com

"Cool Corporate Website Award"

Awarded ?Cool Corporate Web Site Award? for mercuryvehicles.com (Ford Motor Company)

Testimonials

Angela Scardillo

?Eric is among the rare few thought-leaders truly immersed in social media. He definitely ?gets it?. Our organization reached out to Eric in an effort to better understand and integrate social media into our communications and customer experience strategy, and he left our team engaged and inspired."

Andrea Shuff

?As a client who worked closely with Eric for more than a year, I would entrust him with any large Marketing project ? not just Social. Eric is one of the smartest people I?ve ever worked with ? an absolute leader in the digital space, a true expert in Social and an all-around great guy. From the beginning of our engagement, he was a partner in the truest sense ? engrossing himself in our business and ultimately becoming more knowledgeable about the inner workings of our organization than many of us were. He is more than capable of developing complex strategies but doesn?t shy away from then determining the necessary tactical pieces to execute it.?

Maria Emmer-Aanes

"When I met Eric Weaver in 2008 during a website redesign project, I knew NOTHING about social media. Day in and day out, Eric encouraged me to jump into this new media world with both feet. Over a six month period, Eric built our confidence and convinced Nature?s Path Organic Foods that we could no longer leave untapped, awareness building and shopper engagement opportunity on the table. He helped us set strategic goals, provided our team with new resources, collaborative partnerships, and effective tools that allowed us to soar. In fact, during that time we set communication handrails that have made us the number one organic brand throughout social media today. Eric can see the future. He has a clear picture of what matters in building relationships and he is remarkable at pulling people together to get things done. He is a phenomenal listener who is generous with praise, open to tough assignments and strategically breaks through constraining paradigms by taking smart, calculated risks. He is a man who leads with honor, integrity and heart. Simply put, you cannot and will not find better than Eric Weaver."

Shane Gibson

"Eric Weaver and I first connected on Twitter several years ago. The thing that struck me immediately was his willingness to genuinely help and share his vast experience in marketing, business and of course social media and social communications. As an author of two books on social media I have traveled to four continents interacting with all sorts of social media "leaders" and thought leaders. I've seen it all - and Eric is the real deal. We had him speak at Social Media Week Vancouver in 2011 and he was so well received that we asked him to return and speak a second year in-a-row at Social Media Week Vancouver 2012. I would highly recommend Eric as a marketing and social media thought leader. He is the real deal."

Gary Goldhammer

Eric Weaver is a profound thinker, astute strategist and an inspirational speaker, manager and practitioner in all things digital. He can do what's now while always pushing his clients and colleagues toward what's next, and his dedication to his work is admirable to say the least. There are a very few people in this industry with Eric's abilities or passion.

Jon Winberg

I've had the opportunity of working with Eric Weaver on two occasions, this year. Eric's presentations are very well researched and organized, he is a true professional and a pleasure to work with. The delegates were very impressed with Eric's presentation style and incredible knowledge on the subject matter. We would highly recommend Eric and I personally look forward to the opportunity of working together in the future.

George Riddell

Eric Weaver has delivered several outstanding presentations to the members and constituents of Ad Club Seattle over the past few years. Each time, he has delivered an insightful, forward-thinking analysis of the current and future state of online social networks with specific attention to the ways marketers and advertising professionals can and should be using new media. Based on our experiences with Eric, I strongly endorse him as a presenter and expert on the subject of digital media and social networking.

Mike Whitmore

Per my recommendation, Fresh brought Eric to be our Keynote Speaker at Social Media 201 in Seattle on April 15th. He was the PERFECT choice for the event which was held at Microsoft's Conference Center. Eric provided the perfect blend of fantastic delivery, comedic timing, supportive data and relevance to the attendees and made his Keynote one of the highlights of the event. I would highly recommend Eric as a Keynote and want to publicly recognize his contributions to the success of our event.

[Please click here to view the full profile.](#)

This profile was created by [Expertfile](#).